CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
November 10, 2025

Majority of Toronto and GTA Non-Homeowners Say They Will Never Be Able To Own a Home

A new public opinion poll by Canada Pulse Insights for Rogers CityNews reveals acute concerns about housing affordability in both the City of Toronto and the Greater Toronto Area (GTA), with the majority of non-homeowners saying they will never be able to own a house or residence in their city.

The survey also found that for all residents within the city of Toronto, just one-in-six (18%) believe that Mayor Olivia Chow has made progress with respect to affordable housing and rental assistance since taking office.

Among those who *do not* own a home—representing 38% of respondents across Toronto and the GTA—75% say they will never be able to own a house or residence, while 25% believe ownership is in their future. For these non-homeowners, the greatest obstacle to ownership is the price of homes and condos: 80% cite high prices as the main barrier, even for those who could afford a down payment. Only 20% identify saving the right amount for a down payment as their biggest challenge.

For *all residents* (homeowners and non-homeowners combined) across Toronto and the GTA, the majority (78%) consider conditions "bad or terrible" for having access to a home that is affordable to buy, while just over one in five (22%) believe opportunities to purchase are "good or great." Perceptions are most negative in the city of Toronto, where 83% view affordability as "bad or terrible," compared to 73% of residents in the surrounding GTA.

Affordability concerns extend equally to rental units: three-quarters (75%) of all respondents across the Toronto/GTA region say access to affordable rental units is "bad or terrible," versus one-quarter (25%) who describe the rental market as "good or great." In Toronto itself, 78% of residents share this negative view of rental affordability, while 70% of those in the GTA feel the same.

Additionally, polling released last week from the same survey found almost two-thirds (62%) of residents in Toronto and the GTA attribute the causes of housing affordability issues more to population pressures brought on by immigration than to developers or landlords seeking additional profits. Respondents from the GTA (65%) were more likely than those in Toronto (58%) to agree with this assessment.

Mayor Chow and Toronto Housing Initiatives

Residents in Toronto were also asked about Mayor Olivia Chow's progress on affordable housing and rental assistance. Just one-in-six (18%) acknowledge that the mayor has made progress since taking office: 16% see good progress with hope for continued momentum, while 2% report great progress and real evidence of improvement. In contrast, the majority (82%) of residents see little or no improvement: almost half (45%) acknowledge some action but little overall improvement, and 37% indicate there is no evidence of progress to date.

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025, among adult (aged 18+) residents of Toronto (n=406) and throughout the Greater Toronto Area (GTA n=403)—a combined total of n=809 respondents. The data has been weighted to represent the adult population based on the most recent census. For comparison purposes, probability samples of this size for the combined region (n=809) is ±3.4 percentage points,19 times out of 20. Samples for both the city of Toronto and the GTA each have a margin of error of ±4.9 percentage points while non-homeowners across the region (n=305) carry a margin of error of ±5.6. Any discrepancies between the text of this release and the data tables are due to rounding.

Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company is a member of and adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago, formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

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