CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
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Majority of Vancouver and MVRD 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 Vancouver and the Metro Vancouver Regional District (MVRD), with the majority of non-homeowners saying they will never be able to own a house or residence in their city.

Among those who *do not* own a home—representing 42% of respondents across Vancouver and the MVRD—84% say they will never be able to own a home or residence, in their city, while just 16% believe home ownership is in their future. Of these non-homeowners, 83% cite high prices as the main barrier to ownership, even for those who could afford a down payment. Only 17% identify saving the right amount for a down payment as their biggest challenge.

For all residents (homeowners and non-homeowners combined) across Vancouver and the MVRD, the majority (85%) consider conditions "bad or terrible" for having access to a home that is affordable to buy, while 15% believe such opportunities are "good or great." Perceptions are consistently negative with 86% of those living in the City of Vancouver and 84% in the surrounding MVRD viewing affordability as "bad or terrible."

Affordability concerns extend equally to rental units: eight-in-ten (80%) all residents in Vancouver and the MVRD say access to affordable rental units is "bad or terrible," while one-in-five (20%) describe the rental market as "good or great." In Vancouver, 83% of respondents share this negative view of rental affordability, compared to 77% in the MVRD.

Support for continuing the short-term rental ban in British Columbia is strongest among residents in the MVRD, where three-quarters (75%) are in favour and 25% are opposed, compared with those living in Vancouver, where 65% agree with maintaining the ban and 35% disagree.

Additionally, polling released last week from the same survey found that almost two-thirds (62%) of residents across Vancouver and the MVRD 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 MVRD (65%) were more likely than those in Vancouver (58%) to agree with this assessment.

About the Survey

1 Vancouver/MVRD

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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 Vancouver (n=351) and the Metro Vancouver Regional District (MVRD, n = 306). The data has been weighted to represent the adult population based on the most recent census. For comparison, probability samples of this size have a margin of error of ±5.2 percentage points for the City of Vancouver and ±5.7 percentage points for the MVRD. For the combined region (n=657), the margin of error is ±3.8 percentage points, and for non-homeowners (n=278) it is ±6.0 percentage points, 19 times out of 20. 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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