CANADA PULSE INSIGHTS

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Majority of Edmonton's Non-Homeowners Say They Will Never Be Able To Own a Home in the City

A new public opinion poll by Canada Pulse Insights for Rogers CityNews reveals deep concerns about housing affordability in Edmonton, with a majority of non-homeowners believing they will never be able to own a house or residence in the city.

Among *non-homeowners* in Edmonton—who represent 38% of respondents—67% say they will never be able to own a house or residence in the city, while 33% believe one is in their foreseeable future. When asked about barriers to home ownership, 65% of non-homeowners identify the price of houses and condos as being too expensive, even with a down payment, as their greatest challenge while 35% point to difficulty in saving the right amount for a down payment as their toughest hurdle.

This concern is echoed across all Edmonton residents (homeowners and non-homeowners combined), with only 38% rating access to an affordable home to buy in the city as "good or great," compared to 62% who rate it as "bad or terrible." Perceptions of affordable rental units are equally negative: 35% rate rental affordability as "good or great," while 65% rate it as "bad or terrible."

Additionally, polling released last week from the same survey found that two-thirds (64%) of Edmontonians attributed the causes of housing affordability issues more to population pressures brought on by immigration than to developers or landlords seeking additional profits. Thirty-six percent disagreed with this assertion.

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 Edmonton (n=423). The data has been weighted to represent the adult population based on the most recent census. For comparison purposes, a probability sample of this size has a margin of error of ±4.8 percentage points, 19 times out of 20. Non homeowners (n=156) carry a margin of error of ±7.8 percentage points. 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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