



How Canadians View Home Sharing

November | 2016

Summary / 2
National / 3
Toronto / 4
Vancouver / 4
Montreal / 5
Calgary / 5
Ottawa / 6



With more than 2.5 million listings in 34,000 cities and 191 countries, Airbnb is proud of the positive impact our hosts and guests are having in communities around the globe. While we are a global platform, we are committed to working with local governments to educate them about how home sharing and Airbnb work, how people are using our platform, and the positive impact we are having on local neighbourhoods and small businesses. For scores of hosts globally – including thousands across Canada – Airbnb is making it possible for regular people to make ends meet, pay the bills and stay in their homes. Meanwhile, with the vast majority of Airbnb listings outside traditional hotel and tourist zones, neighbourhood businesses are benefitting from an influx of visitor spending.

CICIC Research and Communications Inc. recently conducted a nation-wide poll and five separate city-specific surveys on behalf of Airbnb. In total, we surveyed over 3,600 Canadians on how they view home sharing, with the breakdown as follows:

- **National:** 1,500
- **Vancouver:** 501
- **Toronto:** 602
- **Ottawa:** 250
- **Montreal:** 500
- **Calgary:** 251

The studies were conducted using an online methodology and were undertaken between September 19 and September 30, 2016. A margin of error for the studies would range from ± 2.53 to ± 6.19 percentage points, nineteen times out of twenty.

With roughly 55,400 active Airbnb hosts across the country, Airbnb is an economic lifeline for everyday Canadians. Roughly seven in ten Canadians support home sharing in Canada.

Our survey indicates that the vast majority of Canadians support home sharing and easy-to-follow regulations for hosts. Most Canadian travellers also say they had a positive experience with Airbnb.

1. Canadians believe Airbnb has a good or neutral impact on their community. 77 per cent of Canadians surveyed believe Airbnb has no negative impact on their city, town, or region.
2. Canadians support the right to home share. 67% of Canadians support allowing local residents to share their homes with travellers as a place to stay. Only 20% oppose the idea.
3. Canadian millennials love home sharing the most. 79% of Canadians surveyed between the ages of 18 and 24 support home sharing. Millennials were also more likely than any other age group to have used Airbnb.
4. Canadians want home sharing regulations that make sense. About two-thirds of Canadians (65%) believe straightforward, easy-to-follow rules are the best way forward for home sharing.
5. Canadian travellers have positive experiences with Airbnb. Of those who had used Airbnb while travelling, 86% enjoyed their experience.

55,400

Number of hosts

\$4,200

Typical annual host income

2.44M

Number of guest arrivals

3.7

Nights is the typical length of stay

37

Number of nights a typical host shares their home annually

Toronto

Toronto is the home of 9,200 Airbnb hosts. The typical host shares their home for approximately 50 nights of the year.

- 78% of Torontonians surveyed believe Airbnb has a good or neutral impact on their city.
- Two-thirds (67%) support allowing fellow Torontonians to share their homes with travellers.
- 68% of Torontonians support easy-to-follow rules for home sharing.
- Nine in ten of Toronto Airbnb travellers (91%) say they had a positive experience with the platform.

\$4,800

Typical annual host income

4.3

Nights is the typical length of stay

Vancouver

Vancouver is the home of 4,900 Airbnb hosts. The typical host shares their home for approximately 56 nights of the year.

- For 71% of Vancouverites, Airbnb has a good or neutral impact on Vancouver. Less than a quarter (23%) believe the platform is bad for the city.
- Six in ten Vancouverites (62%) support local residents sharing their homes with travellers.
- More than three-quarters (78%) of Vancouver residents support straightforward regulations around home sharing.
- 94% of Vancouver Airbnb travellers have had a positive experience staying with Airbnb hosts.

\$6,600

Typical annual host income

4.4

Nights is the typical length of stay

Montreal

Montreal is the home of 10,600 Airbnb hosts. The typical host shares their home for approximately 35 nights of the year.

- 83% of Montrealers believe Airbnb has a good or neutral impact on the city. Only 12% believe Airbnb is bad for Montreal.
- 71% of respondents support the city allowing Montrealers to share their homes with travellers.
- Seven in ten Montreal residents (70%) think home sharing should be regulated by the government.
- 95% of Montreal travellers who used Airbnb said they had a positive experience with the platform.

\$2,400

Typical annual host income

3.9

Nights is the typical length of stay

Calgary

Calgary is the home of 1,900 Airbnb hosts. The typical host shares their home for approximately 37 nights of the year.

- For 83% of Calgarians, Airbnb is viewed as having a positive or neutral impact on the city.
- 70% support allowing fellow Calgarians to engage in home sharing as hosts who offer their homes to travellers as a place to stay.
- More than two-thirds of Calgary residents think Airbnb needs straightforward, easy-to-follow regulations. Only 16% disagree that Airbnb needs to be regulated at all.
- Nine in ten Airbnb travellers from Calgary (90%) had a positive experience using the platform to book accommodations. 67% characterized their experience as “very positive.”

\$3,600

Typical annual host income

3.8

Nights is the typical length of stay

Ottawa

Ottawa is the home of 1,400 Airbnb hosts. The typical host shares their home for approximately 47 nights of the year.

- 89% of Ottawans believe Airbnb has a good or neutral impact on the city.
- 77% of Ottawa residents believe their fellow Ottawans should be allowed to engage in home sharing. Only 14% disagreed.
- Almost three-quarters (74%) of those surveyed want fair and easy-to-follow rules around home sharing in Ottawa.
- 87% of Airbnb guests travelling from Ottawa said they had a positive experience staying with Airbnb hosts.

\$4,000

Typical annual host income

3.3

Nights is the typical length of stay