



REPORT

Short-Term Rentals

Survey of Canadians

DATE 2024-03-04



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n=1,523).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

March 1st to March 3, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.51\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights (1/2)

From March 1 to March 3, 2024, we surveyed Canadians to find out their opinions and perceptions on short-term rentals and the potential legislation around them.

Some of the key highlights of our survey about short-term rentals include...

- More than half of Canadians (54%) have used short-term rentals at least once during their travels, while 46% have never used them. The 18-34 age group is more likely to use these services frequently.
- Over one-third of Canadians (37%) are aware of the ongoing discussions at various government levels regarding short-term rentals, compared to 58% who are not. Nearly half of Canadians (48%) support the restrictions or legislation enacted by governments to regulate short-term rentals, while 33% are opposed, and 19% are undecided. Canadians who frequently use short-term rentals during their travels (43%) are more likely to oppose such legislation.
- Nearly half of Canadians (48%) are in favor of individuals renting out properties for short-term use even if they do not live there, compared to one-third (32%) who disagree and 20% who are undecided.

Key Highlights (2/2)

- 41% of Canadians would support their neighbors using their homes for short-term rentals. This proportion is higher among Canadians who frequently use short-term rentals during their travels (57%).
- Regarding Canadian perceptions of short-term rentals, two-thirds (63%) believe that with restrictions in place, there will be more opportunities for the traditional lodging industry, such as hotels, motels, and resorts. Nearly half (47%) believe that restrictions around short-term rentals will discourage investment in the rental property market, and 44% believe that such restrictions will help to solve the housing crisis.

REPORT

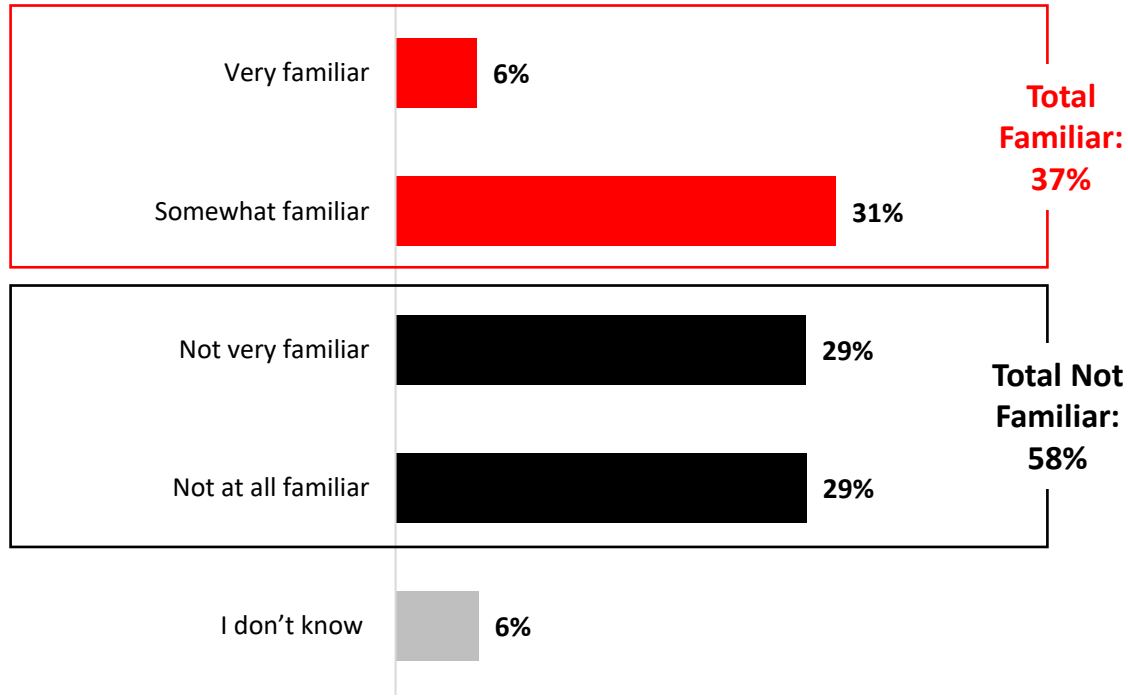
Detailed Results



Awareness of Short-Term Rental Legislation (1/2)

Q1. Federally, provincially, and in some cities, there have been discussions and legislation around setting restrictions on short-term rentals, such as Airbnb and VRBO. How familiar are you with these discussions?

Base: All respondents (n=1,523)



Awareness of Short-Term Rental Legislation (2/2)

Q1. Federally, provincially, and in some cities, there have been discussions and legislation around setting restrictions on short-term rentals, such as Airbnb and VRBO. How familiar are you with these discussions?

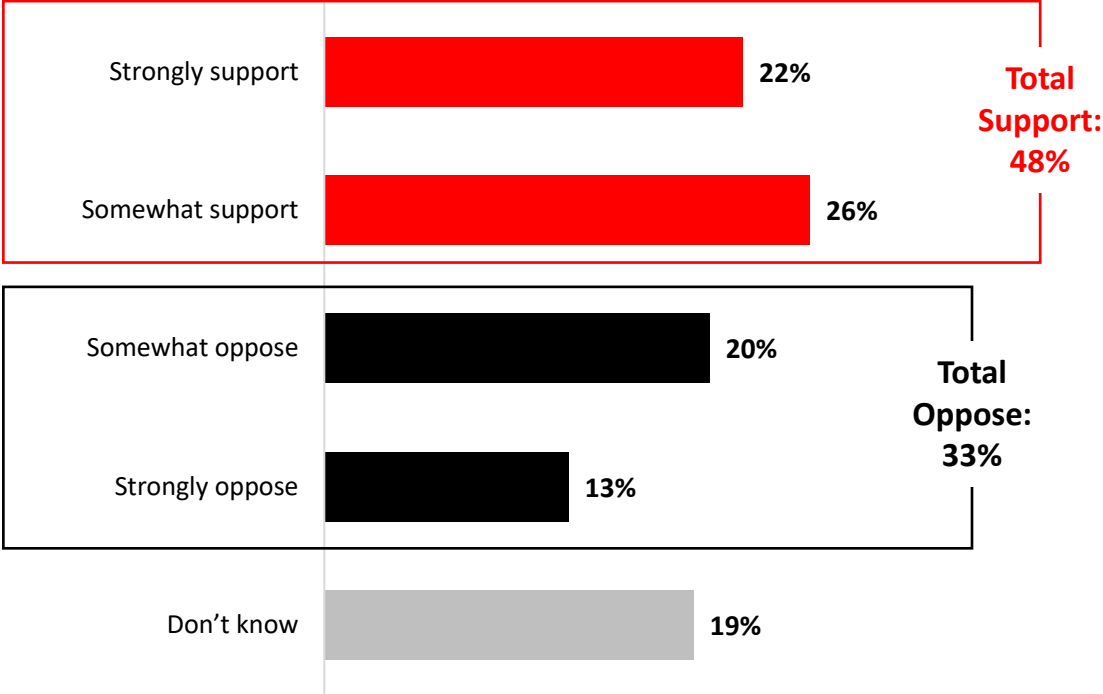
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305
Total Familiar	37%	28%	28%	41%	29%	34%	49%	40%	33%	37%	36%	37%	41%	38%	27%
Very familiar	6%	6%	7%	7%	2%	4%	6%	6%	5%	9%	5%	4%	7%	5%	4%
Somewhat familiar	31%	22%	22%	34%	28%	30%	43%	34%	28%	29%	31%	33%	33%	33%	23%
Total Not Familiar	58%	61%	66%	55%	61%	59%	46%	55%	60%	56%	57%	59%	53%	56%	68%
Not very familiar	29%	22%	39%	25%	25%	31%	26%	31%	27%	25%	30%	30%	30%	29%	29%
Not at all familiar	29%	39%	27%	30%	36%	29%	20%	24%	33%	31%	27%	29%	24%	28%	39%
I don't know	6%	11%	6%	4%	10%	7%	5%	4%	7%	7%	7%	4%	6%	6%	5%

Support of Government Restrictions of Short-term Rentals (1/2)

Q2. Overall, do you support or oppose governments setting restrictions or increasing taxation around short-term rentals?

Base: All respondents (n=1,523)



Support of Government Restrictions of Short-Term Rentals (2/2)

Q2. Overall, do you support or oppose governments setting restrictions or increasing taxation around short-term rentals?

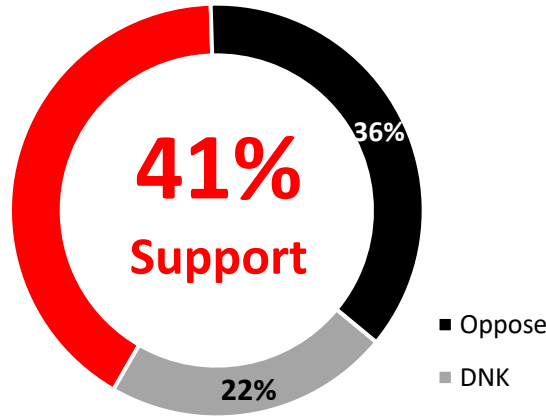
Base: All respondents

	Total Canada	Frequency of short-term rental stay															
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Frequent	Not Frequent
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306	459	1064
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305	474	1049
Total Support	48%	42%	58%	45%	42%	39%	49%	52%	43%	40%	42%	57%	51%	48%	44%	44%	49%
Strongly support	22%	15%	29%	21%	16%	17%	22%	24%	20%	19%	19%	26%	26%	20%	20%	16%	25%
Somewhat support	26%	26%	29%	24%	25%	21%	27%	28%	23%	21%	22%	31%	25%	28%	24%	28%	24%
Total Oppose	33%	31%	27%	33%	36%	37%	39%	31%	35%	41%	35%	27%	34%	32%	35%	43%	29%
Somewhat oppose	20%	14%	17%	21%	19%	25%	22%	19%	22%	30%	19%	15%	21%	19%	21%	28%	17%
Strongly oppose	13%	18%	10%	12%	17%	12%	16%	12%	14%	11%	16%	12%	13%	12%	14%	15%	12%
I don't know	19%	27%	15%	21%	22%	24%	13%	17%	22%	19%	23%	16%	16%	21%	22%	13%	22%

Support for Neighbors Having Short-Term Rental

Q2B. Do you support or oppose your neighbour being able to rent out a room in their residence as a short-term accommodation such as AirBnb or VRBO?

Base: All respondents (n=1,523)

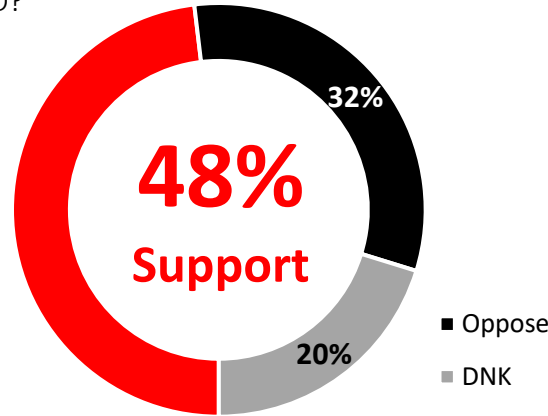


	Total Canada	Frequency of short-term rental stay															
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Frequent	Not Frequent
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306	459	1064
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305	474	1049
Support	41%	46%	36%	43%	44%	42%	39%	41%	41%	49%	42%	36%	40%	40%	44%	57%	34%
Oppose	36%	26%	44%	34%	25%	34%	45%	37%	36%	31%	32%	43%	40%	37%	30%	27%	41%
Don't know	22%	28%	20%	23%	31%	24%	16%	21%	23%	20%	26%	21%	20%	22%	26%	16%	25%

Support for Renting Out Separate Properties as Short-Term Rental

Q2C. Do you support or oppose someone being able to rent out a separate property they don't live in as a short-term accommodation rental such as AirBnb or VRBO?

Base: All respondents (n=1,523)



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Frequency of short-term rental stay	
																Frequent	Not Frequent
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306	459	1064
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305	474	1049
Support	48%	57%	40%	51%	50%	51%	46%	45%	51%	50%	53%	43%	46%	49%	52%	62%	42%
Oppose	32%	19%	40%	30%	20%	30%	37%	37%	27%	29%	26%	38%	36%	31%	26%	24%	35%
Don't know	20%	24%	20%	19%	30%	20%	16%	18%	22%	21%	21%	19%	18%	20%	23%	14%	23%

Perceptions on the Impact of Short-Term Rental Restrictions (1/2)

Q3. How much do you agree or disagree with each of the following?

Base: All respondents (n=1,523)



Perceptions on the Impact of Short-Term Rental Restrictions (2/2)

Q3. How much do you agree or disagree with each of the following?

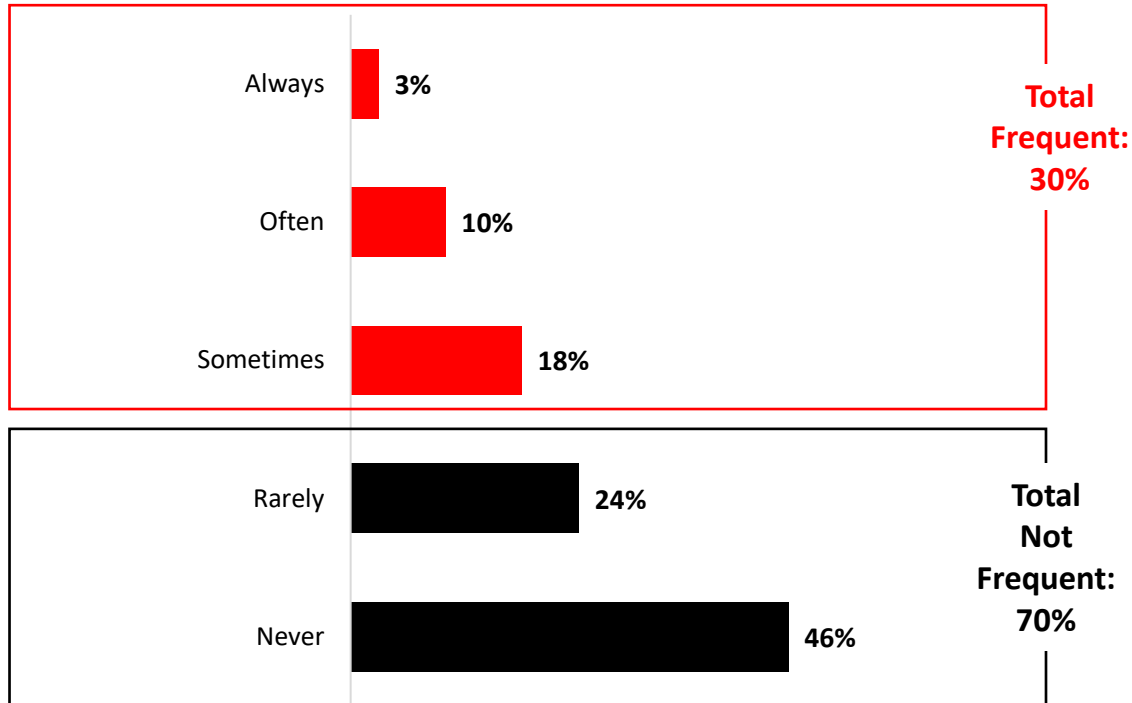
Base: All respondents

% Total Agree Presented	Total Canada															Frequency of short-term rental stay	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Frequent	Not Frequent
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306	459	1064
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305	474	1049
With restrictions in place, there will be more opportunities for the traditional lodging industry, such as hotels, motels and resorts	63%	60%	66%	62%	65%	61%	62%	65%	61%	65%	63%	61%	67%	64%	55%	62%	63%
Restrictions around short-term rentals will discourage investment in the rental property market	47%	42%	36%	50%	49%	48%	55%	48%	45%	58%	47%	39%	46%	49%	45%	61%	41%
Restrictions around short-term rentals will make travel less affordable	45%	40%	42%	45%	54%	44%	49%	44%	46%	53%	47%	39%	44%	47%	45%	62%	38%
Restrictions around short-term rentals will help to solve the housing crisis	44%	41%	51%	38%	38%	45%	51%	47%	41%	50%	42%	41%	49%	43%	38%	42%	45%
Restrictions around short-term rentals will reduce tourism spending	40%	38%	33%	41%	45%	38%	45%	43%	37%	48%	44%	31%	36%	42%	42%	55%	33%
Restrictions around short-term rentals will negatively impact local businesses	34%	34%	27%	37%	37%	33%	37%	33%	35%	41%	37%	27%	32%	37%	34%	52%	26%
I am less likely to travel to destinations that do not have a lot of short-term rentals	33%	31%	28%	34%	28%	35%	38%	34%	32%	47%	35%	22%	33%	34%	28%	58%	22%

Frequency of Staying in Short-Term Rentals (1/2)

Q4. How often do you stay at short-term rentals, such as Airbnb and VRBO when travelling?

Base: All respondents (n=1,523)



54%

of Canadians have stayed in a short-term rental at least once while traveling.

Frequency of Staying in Short-Term Rentals (2/2)

Q4. How often do you stay at short-term rentals, such as Airbnb and VRBO when travelling?

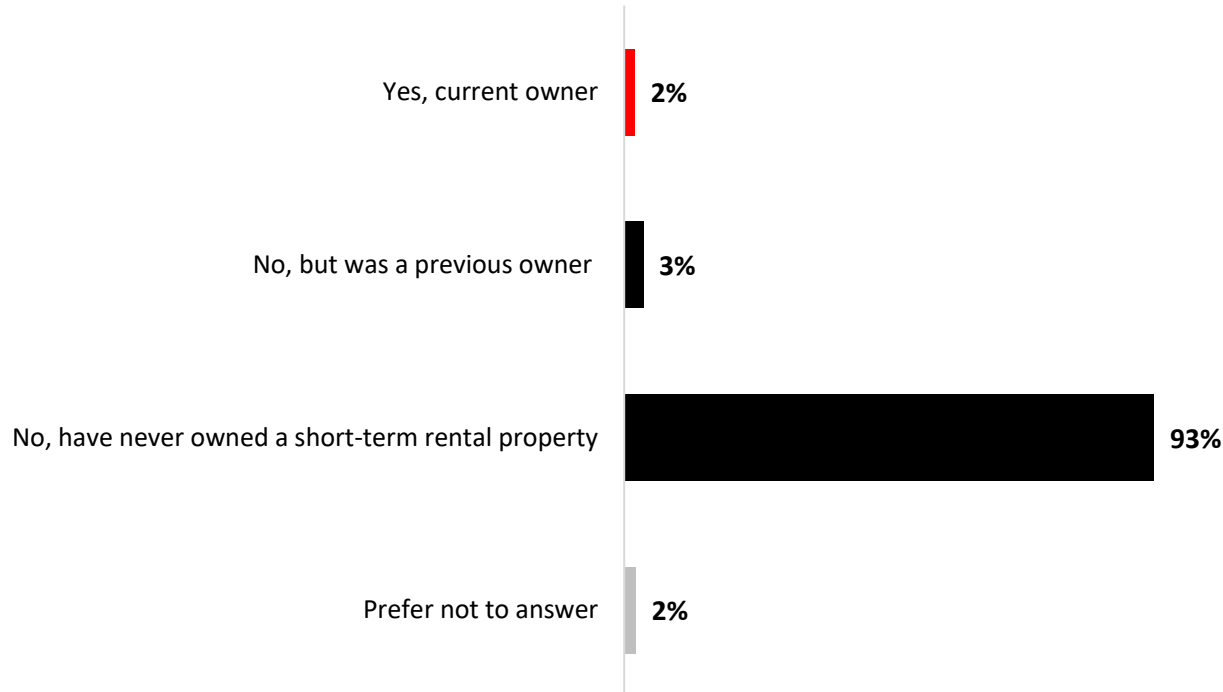
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,523	102	352	590	98	169	212	743	780	406	490	627	609	584	306
Unweighted n=	1,523	100	417	602	127	127	150	746	777	377	546	600	640	560	305
Total Frequent	30%	28%	27%	32%	21%	37%	31%	31%	29%	43%	36%	17%	33%	31%	23%
Always	3%	5%	2%	3%	2%	2%	3%	3%	3%	5%	4%	0%	3%	2%	2%
Often	10%	5%	8%	10%	7%	11%	15%	10%	10%	18%	10%	4%	12%	10%	7%
Sometimes	18%	18%	17%	19%	13%	24%	13%	18%	17%	20%	22%	13%	18%	19%	15%
Total Not Frequent	70%	72%	73%	68%	79%	63%	69%	69%	71%	57%	64%	83%	67%	69%	77%
Rarely	24%	18%	27%	24%	20%	20%	27%	24%	24%	24%	25%	23%	22%	26%	24%
Never	46%	54%	46%	44%	58%	43%	42%	45%	47%	33%	39%	60%	46%	43%	53%

Owner of Short-Term Rental Properties

Q5. Are you currently an owner of a short-term rental property (e.g., Airbnb, VRBO)?

Base: All respondents (n=1,523)



REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,523	1,523
British Columbia	150	212
Alberta	127	169
Manitoba/Saskatchewan	127	98
Ontario	602	590
Quebec	417	352
Atlantic	100	102

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,523	1,523
Male	746	743
Female	777	780
Age	1,523	1,523
18 to 34	377	406
35 to 54	546	490
55+	600	627
Language (Mother tongue)	1,523	1,523
English	938	1,021
French	379	300
Other	205	190

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