

NEWS RELEASE



FOR IMMEDIATE RELEASE

Plurality Support Regulation for Airbnb

Massive majority haven't used the service in the last year, though

Toronto, March 16th – In a random sampling of public opinion taken by The Forum Poll™ among 966 Toronto voters, (47%) of respondents say that Airbnb should be regulated in Toronto. (20%) say no, it should not be regulated, and (33%) say that they do not know.

Those most likely to support regulation include respondents aged 35-44 (52%) and 65 and over (49%), earning \$80,000-\$100,000 (54%) and \$100,000-\$250,000 (57%), with a post graduate degree (60%).

Those most likely to oppose regulation include those aged 34 or under (26%) and living in the former City of Toronto (28%).

Users versus non-users

The small sample that reports using Airbnb in the last year (n=130) is still in favour of regulation (41%) but the proportion of those against is quite high (38%).

Comparatively, those who haven't used Airbnb overwhelmingly support its regulation in Toronto (48%), with only (16%) saying it should not be regulated, and more than a third (36%) saying they do not know.

If regulation increases the cost, will people still use it?

Amongst users, a high proportion would be less likely (42%) to use Airbnb if regulation increased the cost, with (16%) of those being much less likely to use the service.

(36%) report they would neither be less likely or more likely to use the service, with (15%) saying they would be more likely to use it if the cost increased, and (6%) of those would be much more likely.

Who is using Airbnb?

Amongst those surveyed, (84%) reported that they had not used Airbnb in the past 12 months, with (16%) saying they had. Those most likely to be using Airbnb are aged 34 or less (25%), with a broad range of incomes from the least wealthy (21%) to the most wealthy (21%), as well as those earning \$40,000-\$60,000 (18%) and \$60,000-\$80,000 (19%), with a post-graduate degree (22%), and living in the former City of Toronto (29%). Supporters of the Green Party (25%) and other parties (22%) are also most likely to have used Airbnb in the past year.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

“Most haven't used Airbnb in the past year, but the plurality thinks it should be regulated in Toronto. Even those who use it think so, but the margin between yes and no is much narrower amongst users, than non-users,” said Dr. Lorne Bozinoff, President of Forum Research.



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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“Most haven’t used Airbnb in the past year, but the plurality thinks it should be regulated in Toronto. Even those who use it think so, but the margin between yes and no is much narrower amongst users, than non-users,” said Dr. Lorne Bozinoff, President of Forum Research.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 966 randomly selected Toronto Voters. The poll was conducted on March 8-10.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp



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Airbnb

Have you used the Airbnb service in the past 12 months?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	966	123	116	182	247	298	474	476
Yes	16	25	15	13	9	7	17	14
No	84	75	85	87	91	93	83	86

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	966	93	151	115	94	88	196
Yes	16	21	9	18	19	11	21
No	84	79	91	82	81	89	79

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	966	299	77	206	155	47	180
Yes	16	29	14	14	7	16	10
No	84	71	86	86	93	84	90

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	966	126	243	354	243
Yes	16	14	10	16	22
No	84	86	90	84	78

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	966	323	295	174	49	20	105
Yes	16	15	16	15	25	22	10
No	84	85	84	85	75	78	90



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Airbnb

Should Airbnb be regulated in Toronto?

[All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	966	123	116	182	247	298	474	476
Yes	47	44	52	43	47	49	45	49
No	20	26	20	21	15	10	22	17
Don't know	33	30	28	36	38	40	33	34

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	966	93	151	115	94	88	196
Yes	47	29	49	39	46	54	57
No	20	20	16	17	25	18	23
Don't know	33	51	36	44	28	28	20

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	966	299	77	206	155	47	180
Yes	47	51	47	46	50	47	39
No	20	28	17	20	18	31	10
Don't know	33	20	36	34	32	22	51

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	966	126	243	354	243
Yes	47	37	43	45	60
No	20	16	13	24	22
Don't know	33	47	44	32	19

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	966	323	295	174	49	20	105
Yes	47	44	51	50	49	22	46
No	20	25	17	20	14	23	13
Don't know	33	31	32	30	36	55	42



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Airbnb

Should Airbnb be regulated in Toronto?
 [Base: used Airbnb in the last 12 months]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	130	37	20	27	22	24	69	57
Yes	41	50	33	16	60	50	37	45
No	38	31	59	52	24	11	38	39
Don't know	20	19	8	32	16	39	25	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	130	15	15	17	9	9	38
Yes	41	47	52	48	19	75	40
No	38	44	13	25	29	22	47
Don't know	20	9	36	27	52	4	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	130	66	9	24	11	6	14
Yes	41	49	33	42	34	0	40
No	38	37	49	40	62	66	10
Don't know	20	14	18	17	4	34	50

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	130	12	19	51	48
Yes	41	46	55	27	51
No	38	36	27	46	36
Don't know	20	18	19	27	13

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	130	36	47	24	9	4	10
Yes	41	44	50	37	9	17	69
No	38	46	36	41	8	83	19
Don't know	20	10	14	22	84	0	12



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Airbnb

Should Airbnb be regulated in Toronto?

[Base: has not used Airbnb in the last 12 months]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	836	86	96	155	225	274	405	419
Yes	48	42	55	47	46	49	46	50
No	16	24	13	16	14	10	19	13
Don't know	36	34	32	37	40	40	34	37

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	836	78	136	98	85	79	158
Yes	48	24	48	37	53	51	61
No	16	14	16	15	25	17	16
Don't know	36	62	36	48	22	31	22

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	836	233	68	182	144	41	166
Yes	48	52	49	47	52	56	39
No	16	25	11	17	14	24	10
Don't know	36	23	40	37	34	20	51

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	836	114	224	303	195
Yes	48	35	41	48	62
No	16	13	11	20	18
Don't know	36	51	47	33	20

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	836	287	248	150	40	16	95
Yes	48	44	51	52	63	23	43
No	16	21	14	17	17	6	12
Don't know	36	35	36	31	20	70	45



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Airbnb

*How likely would you be to use Airbnb if regulation increased the cost?
 [All respondents]*

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	966	123	116	182	247	298	474	476
Much more likely	6	7	6	7	7	6	7	6
More likely	10	12	10	10	8	10	10	11
Neither more likely nor less likely	45	40	47	49	50	42	45	45
Less likely	12	17	15	9	8	7	10	14
Much less likely	12	16	15	10	8	9	15	10
Don't know	14	10	8	15	20	26	14	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	966	93	151	115	94	88	196
Much more likely	6	11	6	8	5	13	3
More likely	10	19	13	5	8	8	13
Neither more likely nor less likely	45	26	42	51	48	53	56
Less likely	12	7	12	19	23	11	11
Much less likely	12	14	11	11	10	11	10
Don't know	14	24	16	7	7	5	7

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	966	299	77	206	155	47	180
Much more likely	6	8	1	6	6	6	7
More likely	10	9	8	19	5	8	8
Neither more likely nor less likely	45	41	59	41	46	30	54
Less likely	12	14	7	12	13	21	8
Much less likely	12	19	7	9	12	20	8
Don't know	14	10	18	15	17	14	14



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	966	126	243	354	243
Much more likely	6	5	5	6	9
More likely	10	9	14	9	10
Neither more likely nor less likely	45	34	44	46	50
Less likely	12	14	8	16	9
Much less likely	12	10	11	13	13
Don't know	14	28	18	10	9

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	966	323	295	174	49	20	105
Much more likely	6	7	7	9	9	0	1
More likely	10	7	12	12	6	3	17
Neither more likely nor less likely	45	44	52	40	37	54	41
Less likely	12	7	10	20	17	9	14
Much less likely	12	21	7	9	11	11	8
Don't know	14	14	12	10	20	24	20



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*How likely would you be to use Airbnb if regulation increased the cost?
 [Base: used Airbnb in the last 12 months]*

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	130	37	20	27	22	24	69	57
Much more likely	6	5	4	5	10	12	5	5
More likely	9	3	20	3	20	25	13	5
Neither more likely nor less likely	36	30	24	57	51	44	31	40
Less likely	26	33	28	22	6	3	29	24
Much less likely	16	19	23	11	3	3	15	18
Don't know	7	11	0	3	10	14	8	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	130	15	15	17	9	9	38
Much more likely	6	11	2	13	0	0	4
More likely	9	11	23	0	7	0	13
Neither more likely nor less likely	36	1	31	37	30	64	50
Less likely	26	22	0	33	56	22	29
Much less likely	16	30	9	12	7	15	3
Don't know	7	24	35	6	0	0	0

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	130	66	9	24	11	6	14
Much more likely	6	4	0	13	4	0	3
More likely	9	5	19	18	4	0	14
Neither more likely nor less likely	36	38	61	32	43	26	24
Less likely	26	16	16	33	14	27	59
Much less likely	16	23	0	0	36	40	0
Don't know	7	13	4	5	0	6	0



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	130	12	19	51	48
Much more likely	6	16	4	2	7
More likely	9	12	16	8	7
Neither more likely nor less likely	36	29	22	34	46
Less likely	26	19	19	42	11
Much less likely	16	0	37	11	17
Don't know	7	23	2	3	11

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	130	36	47	24	9	4	10
Much more likely	6	5	13	1	2	0	0
More likely	9	10	6	12	0	13	25
Neither more likely nor less likely	36	34	51	20	35	4	46
Less likely	26	13	21	44	63	0	23
Much less likely	16	35	7	10	0	18	0
Don't know	7	3	3	12	0	65	5



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How likely would you be to use Airbnb if regulation increased the cost?

[Base: have not used Airbnb in the last 12 months]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	836	86	96	155	225	274	405	419
Much more likely	7	7	6	7	6	6	8	6
More likely	11	15	8	11	7	9	9	12
Neither more likely nor less likely	47	44	51	47	50	42	47	46
Less likely	9	11	12	7	8	7	6	13
Much less likely	12	14	14	10	8	9	15	9
Don't know	15	9	9	17	21	26	15	15

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	836	78	136	98	85	79	158
Much more likely	7	11	6	7	6	15	3
More likely	11	21	12	6	8	8	13
Neither more likely nor less likely	47	32	44	54	52	51	57
Less likely	9	3	13	16	15	10	7
Much less likely	12	9	11	10	10	10	12
Don't know	15	24	15	7	8	6	9

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	836	233	68	182	144	41	166
Much more likely	7	9	1	5	7	8	7
More likely	11	10	7	19	5	10	8
Neither more likely nor less likely	47	42	58	42	46	31	57
Less likely	9	13	6	8	13	20	3
Much less likely	12	17	8	10	11	17	9
Don't know	15	9	20	16	19	15	16



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	836	114	224	303	195
Much more likely	7	3	6	7	9
More likely	11	8	13	9	11
Neither more likely nor less likely	47	35	46	49	50
Less likely	9	13	7	10	9
Much less likely	12	12	9	13	12
Don't know	15	29	20	11	9

Current Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	836	287	248	150	40	16	95
Much more likely	7	7	6	10	11	0	1
More likely	11	7	13	12	8	0	16
Neither more likely nor less likely	47	46	52	43	38	68	40
Less likely	9	6	8	16	2	11	13
Much less likely	12	18	7	9	14	9	9
Don't know	15	16	14	10	27	12	21



For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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