

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Majority Support Rules For Airbnb in Toronto

Toronto, June 27th – In a random sampling of public opinion taken by The Forum Poll™ among 1040 Toronto voters, the majority (59%) support the regulation of Airbnb in Toronto, which is up 12 points since March (March 16: 47%). A quarter (24%) say Airbnb should not be regulated, up 4 points (March 16: 20%), while fewer than 2 in 10 (17%) say they don't know, which is down 16 points (March 16: 33%).

Amongst users of the service, the majority is slightly smaller (52%), up 11 points (March 16: 42%), while just over 4 in 10 (41%) are opposed to regulation, up 3 points (March 16: 38%).

Amongst non-users, the proportion of those supporting regulation is much higher (61%), up 13 points (March 16: 48%), while fewer than 2 in 10 (19%) say they are not in favour of regulation, up 3 points (March 16: 19%). Less than a quarter (20%) say they do not know if the service should be regulated.

Almost half approve of limiting Airbnb rentals to primary residence only

Just under half (48%) of respondents say that they approve of the city limiting Airbnb rentals to a person's primary residence only, while just under a third (31%) disapprove of the proposal. Fewer than one quarter (21%) say they do not know.

Users of the service are more likely to disapprove (53%) of these limits than the general public, with 4 in 10 (40%) they would approve. Only (7%) of users do not know whether they approve.

Amongst non-users, support is much higher, with half (50%) saying they approve of limiting short-term rentals to a person's primary residence, with only a quarter (25%) saying they disapprove, and a quarter (24%) saying they do not know

The majority approve of registration for Airbnb landlords

More than half (57%) say they approve of the city's proposal that anyone wishing to offer their home for short-term rental should be registered, while fewer than one third (29%) disapprove. A small proportion (14%) say they do not know.

Amongst users there is a statistical tie in support for registration, with just under half (48%) saying they approve of the registration plan, while (45%) disapprove. Only (7%) say they do not know.

Amongst non-users, almost two-thirds (60%) say they approve of a registration system for Airbnb landlords, while only a quarter (25%) say they disapprove. (16%) say they do not know.

MEDIA INQUIRIES:

Lorne Bozinoff, President
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"The constant downpours of the spring and early summer have thrust sewage bypasses into the news," said Dr. Lorne Bozinoff, President of Forum Research. "Even though the majority says they are unconcerned about partially treated sewage dumped into the lake, more than four in ten say their summer swimming habits are more likely to change in response."



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“Overall, Toronto residents are pleased with the proposed plans to regulate short-term rental services such as Airbnb in the city,” said Dr. Lorne Bozinoff, President of Forum Research. “People who use Airbnb are slightly less likely to approve of these reforms than people who don’t, but the people who use it are still vastly outnumbered by the people who don’t.”

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 1040 randomly selected Toronto Voters. The poll was conducted June 20-22, 2017.

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 regulation

Should Airbnb be regulated in Toronto?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1040	174	185	182	220	279	528	491
Yes	59	55	58	61	61	63	57	60
No	24	30	27	23	17	14	29	20
Don't know	17	15	15	16	21	23	14	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1040	85	135	131	112	115	236
Yes	59	40	60	54	64	59	64
No	24	25	18	24	28	27	29
Don't know	17	35	21	22	8	14	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1040	121	217	437	265
Yes	59	57	51	61	62
No	24	19	28	23	26
Don't know	17	24	21	16	12

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1040	373	85	206	150	63	163
Yes	59	61	74	53	57	61	60
No	24	27	9	24	26	22	23
Don't know	17	12	17	23	17	17	17



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1040	399	288	54	51	27	221
Yes	59	59	56	59	59	47	68
No	24	30	22	28	18	34	9
Don't know	17	11	22	14	23	19	24

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	1040	310	365	202	70	22	71
Yes	59	61	55	68	56	37	52
No	24	22	31	17	25	43	11
Don't know	17	17	14	15	19	20	37



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Airbnb regulation

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	171	57	49	23	27	15	91	74
Yes	52	48	54	47	76	69	52	51
No	41	47	40	45	15	18	42	42
Don't know	6	6	6	8	9	12	6	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	171	9	18	18	18	19	53
Yes	52	44	70	48	47	71	46
No	41	56	8	50	53	21	54
Don't know	6	0	22	2	0	8	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	171	7	27	74	63
Yes	52	62	34	57	55
No	41	38	56	41	35
Don't know	6	0	10	3	10

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	171	85	11	31	17	10	17
Yes	52	57	86	42	32	51	67
No	41	39	14	48	65	49	21
Don't know	6	5	0	11	3	0	12



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Sample	171	68	56	14	15	2	16
Yes	52	49	51	63	53	0	76
No	41	50	41	32	14	100	16
Don't know	6	1	7	5	33	0	8

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	171	54	60	32	16	3	6
Yes	52	62	35	76	50	10	100
No	41	33	55	21	45	90	0
Don't know	6	6	10	3	5	0	0



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Should Airbnb be regulated in Toronto? [BASE=not used Airbnb in the last 12 months]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	869	117	136	159	193	264	437	417
Yes	61	58	59	63	60	63	59	62
No	19	21	22	20	18	13	25	15
Don't know	20	20	18	16	23	24	16	23

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	869	76	117	113	94	96	183
Yes	61	39	59	56	67	56	70
No	19	18	20	16	23	28	20
Don't know	20	43	21	28	10	16	10

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	869	114	190	363	202
Yes	61	56	55	63	65
No	19	16	21	18	22
Don't know	20	28	23	19	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	869	288	74	175	133	53	146
Yes	61	62	72	57	61	65	59
No	19	23	8	17	20	11	23
Don't know	20	15	21	26	19	24	18



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	869	331	232	40	36	25	205
Yes	61	61	57	57	63	52	67
No	19	25	16	26	20	28	8
Don't know	20	14	27	17	18	21	25

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	869	256	305	170	54	19	65
Yes	61	61	61	67	58	47	47
No	19	19	23	16	18	26	12
Don't know	20	20	15	18	23	27	41



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Primary residence only

Do you approve or disapprove of the City of Toronto proposal that would limit short-term rentals, such as Airbnb, to a person's primary residence only?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1040	174	185	182	220	279	528	491
Approve	48	40	45	52	55	60	48	48
Disapprove	31	42	32	31	21	16	34	28
Don't know	21	19	23	18	24	24	17	25

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1040	85	135	131	112	115	236
Approve	48	42	44	41	54	52	51
Disapprove	31	32	32	36	24	29	36
Don't know	21	27	24	24	22	19	12

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1040	121	217	437	265
Approve	48	34	43	52	55
Disapprove	31	29	38	27	32
Don't know	21	37	19	21	14

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1040	373	85	206	150	63	163
Approve	48	53	48	42	49	39	53
Disapprove	31	31	34	33	35	29	24
Don't know	21	16	18	25	16	32	22



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1040	399	288	54	51	27	221
Approve	48	47	45	51	50	42	60
Disapprove	31	38	29	27	30	25	16
Don't know	21	15	26	22	19	33	24

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	1040	310	365	202	70	22	71
Approve	48	50	43	60	63	47	25
Disapprove	31	28	41	23	17	31	28
Don't know	21	22	16	17	20	22	46



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Primary residence only

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	171	57	49	23	27	15	91	74
Approve	40	36	38	58	54	44	39	40
Disapprove	53	61	52	30	40	25	56	50
Don't know	7	3	10	12	7	31	5	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	869	76	117	113	94	96	183
Yes	61	39	59	56	67	56	70
No	19	18	20	16	23	28	20
Don't know	20	43	21	28	10	16	10

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	869	114	190	363	202
Yes	61	56	55	63	65
No	19	16	21	18	22
Don't know	20	28	23	19	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	869	288	74	175	133	53	146
Yes	61	62	72	57	61	65	59
No	19	23	8	17	20	11	23
Don't know	20	15	21	26	19	24	18



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	869	331	232	40	36	25	205
Yes	61	61	57	57	63	52	67
No	19	25	16	26	20	28	8
Don't know	20	14	27	17	18	21	25

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	869	256	305	170	54	19	65
Yes	61	61	61	67	58	47	47
No	19	19	23	16	18	26	12
Don't know	20	20	15	18	23	27	41



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Primary residence only

Should Airbnb be regulated in Toronto? [BASE=not used Airbnb in the last 12 months]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	869	117	136	159	193	264	437	417
Approve	50	41	48	51	55	61	51	49
Disapprove	25	31	25	31	19	15	28	23
Don't know	24	27	27	19	26	23	21	28

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	869	76	117	113	94	96	183
Yes	61	39	59	56	67	56	70
No	19	18	20	16	23	28	20
Don't know	20	43	21	28	10	16	10

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
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Yes	61	56	55	63	65
No	19	16	21	18	22
Don't know	20	28	23	19	13

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	869	288	74	175	133	53	146
Yes	61	62	72	57	61	65	59
No	19	23	8	17	20	11	23
Don't know	20	15	21	26	19	24	18



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Yes	61	61	57	57	63	52	67
No	19	25	16	26	20	28	8
Don't know	20	14	27	17	18	21	25

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	869	256	305	170	54	19	65
Yes	61	61	61	67	58	47	47
No	19	19	23	16	18	26	12
Don't know	20	20	15	18	23	27	41



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Airbnb registration

Do you approve or disapprove of the City of Toronto proposal that would require residents that want to offer their home for short-term rental, such as Airbnb, to register with the city?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1040	174	185	182	220	279	528	491
Approve	57	54	53	61	63	60	60	56
Disapprove	29	32	33	26	25	22	31	26
Don't know	14	13	14	13	12	18	9	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1040	85	135	131	112	115	236
Approve	57	45	59	50	63	58	62
Disapprove	29	28	25	38	25	27	29
Don't know	14	28	16	13	12	15	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1040	121	217	437	265
Approve	57	51	64	58	54
Disapprove	29	26	26	28	34
Don't know	14	22	10	15	12

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1040	373	85	206	150	63	163
Approve	57	58	60	56	58	55	58
Disapprove	29	31	23	26	32	28	29
Don't know	14	11	17	18	10	17	14



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Sample	1040	399	288	54	51	27	221
Approve	57	57	59	52	53	40	61
Disapprove	29	35	25	28	28	27	19
Don't know	14	8	16	20	19	33	19

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	1040	310	365	202	70	22	71
Approve	57	60	52	67	49	28	65
Disapprove	29	24	37	19	35	59	16
Don't know	14	16	11	13	16	13	19



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Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	171	57	49	23	27	15	91	74
Approve	40	36	38	58	54	44	39	40
Disapprove	53	61	52	30	40	25	56	50
Don't know	7	3	10	12	7	31	5	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	171	9	18	18	18	19	53
Approve	40	48	31	22	54	55	49
Disapprove	53	52	42	78	46	26	48
Don't know	7	0	27	0	0	19	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	171	7	27	74	63
Approve	40	38	19	43	50
Disapprove	53	62	69	48	47
Don't know	7	0	12	9	3

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	171	85	11	31	17	10	17
Approve	40	50	42	32	27	35	49
Disapprove	53	40	54	63	70	65	39
Don't know	7	10	4	5	3	0	12



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Method of Travel to Work/School

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Sample	171	68	56	14	15	2	16
Approve	40	39	41	46	43	0	44
Disapprove	53	59	49	48	49	100	32
Don't know	7	2	10	5	8	0	24

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	171	54	60	32	16	3	6
Approve	40	44	26	52	72	75	34
Disapprove	53	45	70	37	28	25	66
Don't know	7	11	4	12	0	0	0



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Sample	869	117	136	159	193	264	437	417
Approve	50	41	48	51	55	61	51	49
Disapprove	25	31	25	31	19	15	28	23
Don't know	24	27	27	19	26	23	21	28

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	869	76	117	113	94	96	183
Approve	50	40	46	47	54	51	52
Disapprove	25	27	31	22	19	30	32
Don't know	24	32	24	32	27	18	15



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	869	114	190	363	202
Approve	50	33	48	54	57
Disapprove	25	25	31	22	25
Don't know	24	42	21	24	18

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	869	288	74	175	133	53	146
Approve	50	54	49	45	53	40	54
Disapprove	25	28	30	24	29	16	22
Don't know	24	18	21	30	18	43	24

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NEWS RELEASE



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	869	331	232	40	36	25	205
Approve	50	49	46	53	54	46	61
Disapprove	25	33	22	17	21	18	15
Don't know	24	18	32	29	25	36	24

Provincial Voter Intention

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party	Undecided
Sample	869	256	305	170	54	19	65
Approve	50	51	49	62	60	37	24
Disapprove	25	24	31	19	13	33	24
Don't know	24	25	20	19	27	30	52



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