



Majority of Canadians think short-term rentals have negative impacts and support limiting commercial short-term rentals.





Nanos Research was retained by the Hotel Association of Canada to conduct research among Canadians on the topic of online short-term rental platforms and regulations.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between September 29<sup>th</sup> and October 2<sup>nd</sup>, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by the Hotel Association of Canada and the research was conducted by Nanos Research.

# KEY FINDINGS

1

## CANADIANS THINK SHORT-TERM RENTAL PROPERTIES HAVE A NEGATIVE OR SOMEWHAT NEGATIVE IMPACT ON HOUSING AVAILABILITY AND RENT PRICES

A majority of Canadians think short-term rental properties have a negative or somewhat negative impact on housing availability ([23% somewhat negative; 51% negative](#)) and rent prices ([27% somewhat negative; 44% negative](#)) in Canada. Just over one in two each think there is no impact on housing availability ([12%](#)) or rent prices ([13%](#)), and less than one in ten think the impact is positive or somewhat positive (housing: [eight per cent](#); rent: [seven per cent](#)).

2

## MAJORITY OF CANADIANS SUPPORT OR SOMEWHAT SUPPORT LIMITING COMMERCIAL SHORT-TERM RENTALS

Three in five Canadians would support ([39%](#)) or somewhat support ([23%](#)) limiting commercial short-term rentals, while about three in ten would oppose ([16%](#)) or somewhat oppose this ([15%](#)). Residents of Quebec are more likely to support or somewhat support this ([70%](#)) than residents of the Prairies ([58%](#)).

3

## CANADIANS ARE NEARLY TWO TIMES MORE LIKELY TO THINK SHORT-TERM RENTALS WILL LEAD TO INCREASED RENT COSTS NOW COMPARED TO 2018

Canadians are more likely to think the cost to rent an apartment in their neighbourhood would go up ([47%](#); a significant increase from [28%](#) in 2018) if there were short-term rentals through online platforms such as AirBNB rather than down ([five per cent](#)). About one in four each say rent prices would stay the same ([23%](#)) or they were unsure ([25%](#)).

4

## SHORT-TERM RENTALS SIGNIFICANTLY MORE LIKELY TO BE PERCEIVED AS MAKING COMMUNITIES LESS SAFE RATHER THAN MORE SAFE

Two in five Canadians think the presence of short-term rentals have made communities in Canada less safe ([43%](#)), while one in three think short-term rentals have not impacted the safety of communities ([34%](#)). Residents of Ontario ([47%](#)) and Quebec ([46%](#)) are more likely to think short-term rentals have made communities less safe than residents of BC ([30%](#)), and older Canadians are more likely to think this ([51% less safe](#)) than those 18 to 34 ([31%](#)).

# KEY FINDINGS - CONTINUED

5

## THE SUPPORT OF LOCAL POLITICIANS FOR INCREASED REGULATION OF SHORT-TERM RENTAL PLATFORMS IS MORE LIKELY TO POSITIVELY INFLUENCE THEIR ELECTORAL PROSPECTS THAN NEGATIVELY IMPACT THEM

Canadians are twice as likely to say they would be more likely ([38%](#)) rather than less likely ([15%](#)) to vote for a local politician if they decided that there needed to be more control over online short-term rental platforms. One in three ([32%](#)) say they would be as likely to vote for them, while [16 per cent](#) say they are unsure.

6

## YOUTH STRONGLY SUPPORT LIMITING COMMERCIAL SHORT-TERM RENTALS, LINKING THEM TO HIGHER RENT AND HOUSING SCARCITY

Most youth aged 18-34 ([64%](#)) support or somewhat support limiting commercial short-term rentals. Nearly three in four believe that short-term rental platforms negatively impact housing availability ([20% somewhat negative and 53% negative](#)) in their communities. Additionally, [52%](#) of youth believe that the cost of renting an apartment in their neighbourhood would increase due to the presence of short-term rentals.

7

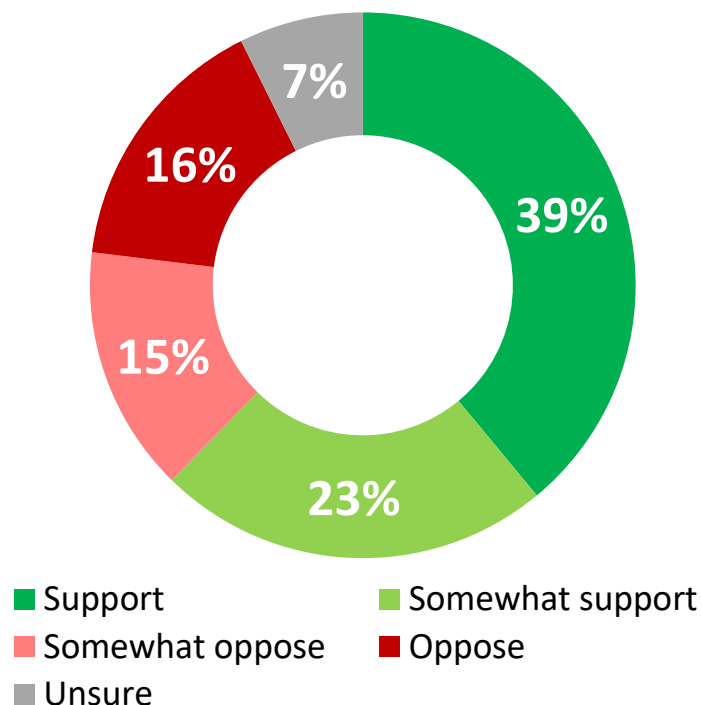
## QUEBEC AND ONTARIO RESIDENTS SHOW HIGH SUPPORT FOR REGULATING SHORT-TERM RENTALS, CITING CONCERNS ABOUT RENT HIKES AND HOUSING AVAILABILITY

In Quebec, support for regulating commercial short-term rentals is strong, with seven in ten residents advocating for more controls ([23% somewhat support and 47% support](#)). Similarly, most Ontario residents support regulating commercial short-term rentals ([22% somewhat support and 41% support](#)). Concerns about the negative effects of short-term rentals are present in both provinces, particularly regarding rent prices (Quebec: [31% somewhat negative and 49% negative](#); Ontario: [25% somewhat negative and 47% negative](#)) and housing availability (Quebec: [26% somewhat negative and 59% negative](#); Ontario: [23% somewhat negative and 53% negative](#)). Furthermore, nearly half of residents in Quebec ([46%](#)) and Ontario ([48%](#)) feel that short-term rentals have made their communities less safe and would be more likely to vote for politicians who propose more regulations on short-term rental platforms ([45% in Quebec and 40% in Ontario](#)).

# Level of support for limiting commercial short-term rentals

Our next few questions are about online short-term rental platforms such as AirBnB, Homeaway, FlipKey, Booking.com and VRBO. These online platforms are for users who want to rent out their residential properties in the short-term to people they do not know.

Q – Would you support, somewhat support, somewhat oppose or oppose limiting commercial short-term rentals (i.e. housing units that are exclusively used for short-term rentals)?



## 3 in 5 Canadians

would support or somewhat support limiting commercial short-term rentals, while close to one in three would oppose or somewhat oppose this. Residents of Quebec are more likely to support or somewhat support this (70%) than residents of the Prairies (58%).

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

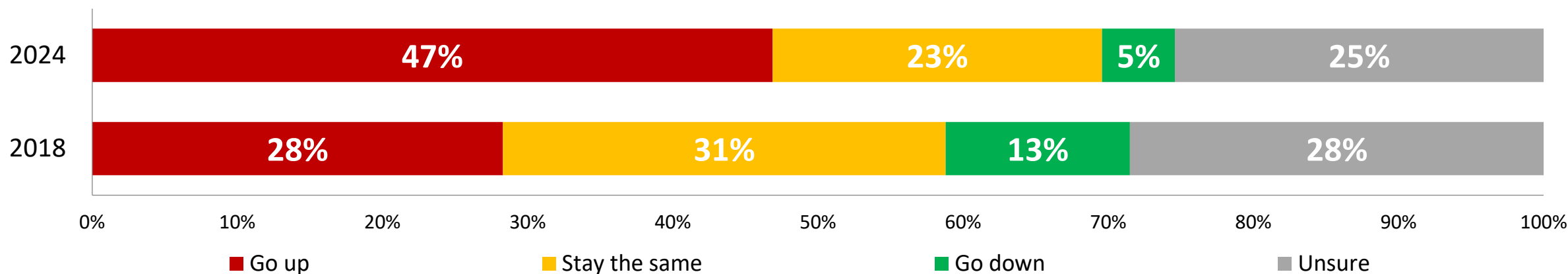
## Level of support for limiting commercial short-term rentals – By demographics

Q – Would you support, somewhat support, somewhat oppose or oppose limiting commercial short-term rentals (i.e. housing units that are exclusively used for short-term rentals)?

Support/ Somewhat support				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
<b>61.2%</b>	<b>69.8%</b>	<b>62.6%</b>	<b>57.7%</b>	<b>55.9%</b>
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
<b>61.5%</b>	<b>62.9%</b>	<b>64.4%</b>	<b>62.3%</b>	<b>61.1%</b>
Oppose/ Somewhat oppose				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
<b>31.8%</b>	<b>25.3%</b>	<b>29.5%</b>	<b>31.5%</b>	<b>38.5%</b>
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
<b>31.6%</b>	<b>29.2%</b>	<b>26.2%</b>	<b>29.7%</b>	<b>33.5%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Anticipated changes to rent costs as a result of short-term rentals



	2024-10 (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
Go up	46.9%	38.3%	54.9%	47.3%	38.8%	46.8%	48.8%	44.6%	51.6%	44.8%	45.3%
Stay the same	22.7%	27.8%	24.3%	17.3%	25.5%	29.2%	26.4%	19.5%	19.2%	23.5%	24.4%
Go down	5.0%	9.5%	4.2%	4.8%	4.1%	5.9%	5.2%	4.9%	5.2%	4.2%	5.5%
Unsure	25.4%	24.4%	16.6%	30.6%	31.6%	18.2%	19.7%	31.0%	23.9%	27.5%	24.7%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Would the cost to rent an apartment in your neighbourhood go up, stay the same or go down if there were short term rentals through online short-term rental platforms such as AirBnB?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.



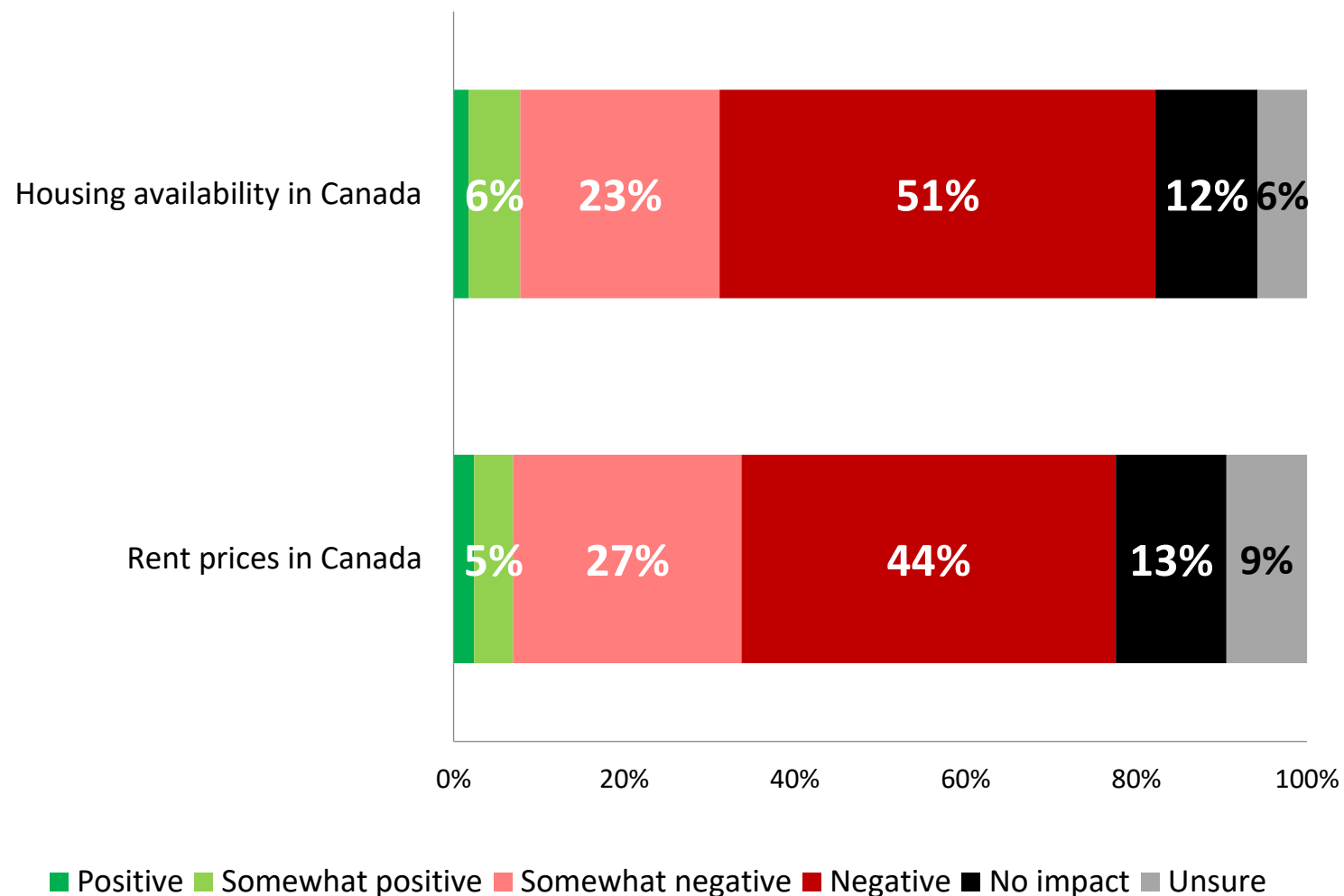
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Canadians are significantly more likely to think short-term rental properties have a negative or somewhat negative impact on housing availability and rent prices in Canada rather than a positive impact, somewhat positive impact or no impact. Residents of Quebec are more likely than other Canadians to think these have somewhat negative or negative impacts.

Q – Do you think the presence of short-term rental properties has a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE]

## Impacts of short-term rental properties



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

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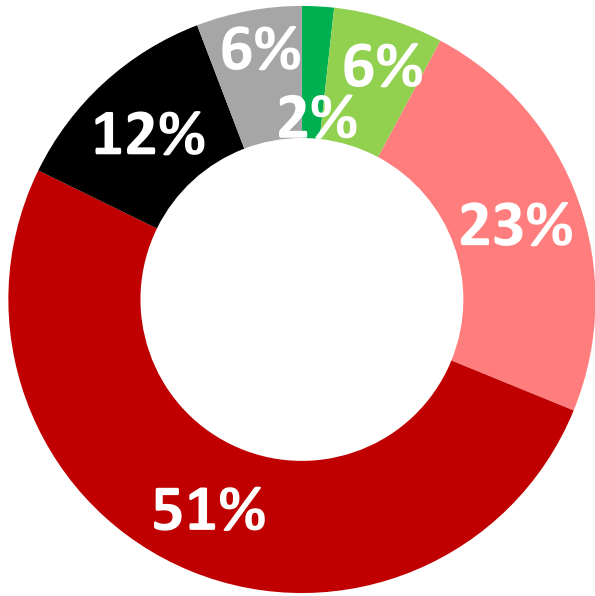
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# Impact of short-term rental properties on housing availability in Canada

Q – Do you think the presence of short-term rental properties has a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE] **Housing availability in Canada**



- Positive
- Somewhat positive
- Somewhat negative
- Negative
- No impact
- Unsure

Somewhat negative/Negative

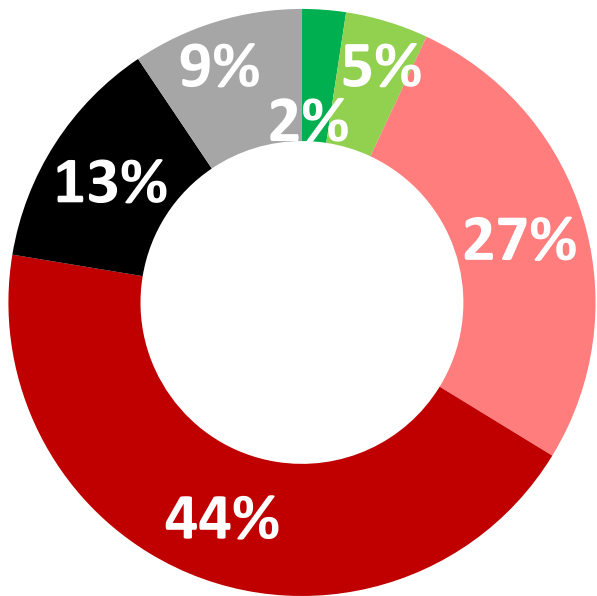
	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
	<b>71.6%</b>	<b>84.4%</b>	<b>75.1%</b>	<b>64.2%</b>	<b>70.3%</b>
Men (n=546)		Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
	<b>72.1%</b>	<b>76.6%</b>	<b>73.2%</b>	<b>72.4%</b>	<b>76.8%</b>

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.



# Impact of short-term rental properties on rent prices in Canada

Q – Do you think the presence of short-term rental properties has a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE] **Rent prices in Canada**



- Positive
- Somewhat positive
- Somewhat negative
- Negative
- No impact
- Unsure

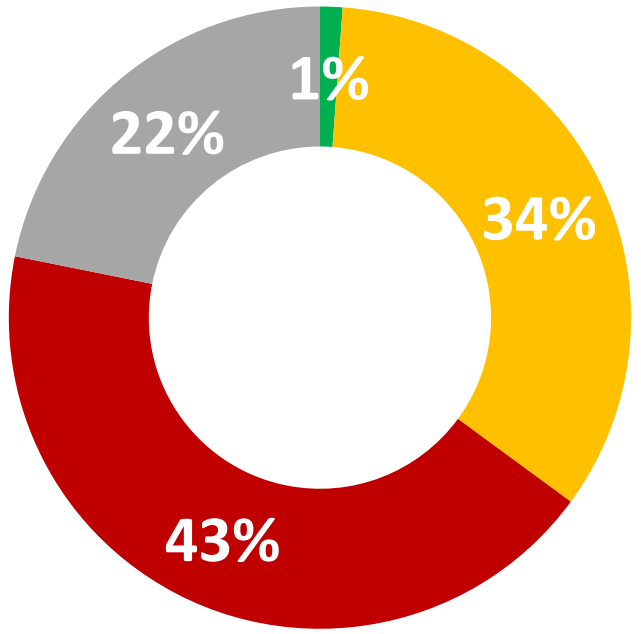
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Somewhat negative/Negative	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
		<b>66.9%</b>	<b>80.4%</b>	<b>71.5%</b>	<b>58.8%</b>
	Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
	<b>68.7%</b>	<b>72.1%</b>	<b>69.7%</b>	<b>68.3%</b>	<b>73.0%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# Impact of short-term rentals on community safety



■ More safe 
 ■ As safe 
 ■ Less safe 
 ■ Unsure

## 2 in 5 Canadians

think the presence of short-term rentals have made communities in Canada less safe, while one in three think short-term rentals have not impacted the safety of communities. Residents of Ontario (47%) and Quebec (46%) are more likely to think short-term rentals have made communities less safe than residents of BC (30%), and older Canadians are more likely to think this (51% less safe) than those 18 to 34 (31%).

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Do you think the presence of short-term rentals have made communities in Canada more safe, as safe, or less safe?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

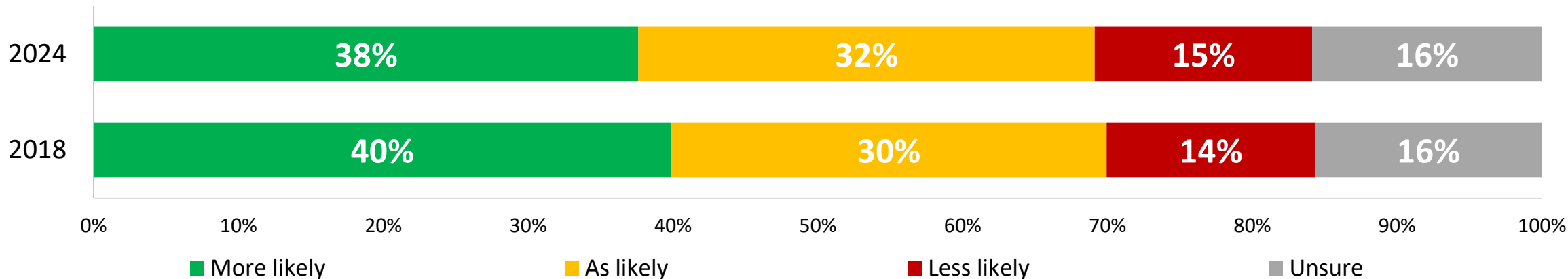
## Impact of short-term rentals on community safety – By demographics

Q – Do you think the presence of short-term rentals have made communities in Canada more safe, as safe, or less safe?

As safe				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
<b>35.2%</b>	<b>30.3%</b>	<b>32.0%</b>	<b>35.2%</b>	<b>42.9%</b>
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
<b>39.3%</b>	<b>28.7%</b>	<b>44.5%</b>	<b>32.9%</b>	<b>27.7%</b>
Less safe				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
<b>39.8%</b>	<b>46.2%</b>	<b>47.5%</b>	<b>41.1%</b>	<b>29.9%</b>
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
<b>40.6%</b>	<b>45.6%</b>	<b>31.2%</b>	<b>43.1%</b>	<b>50.9%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Likelihood of voting for a local politician based on their stance on regulating short-term rental platforms



	2024-10 (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
More likely	37.6%	31.5%	45.0%	39.8%	28.5%	33.8%	41.1%	33.9%	35.8%	36.5%	39.7%
As likely	31.5%	32.6%	33.3%	28.9%	34.8%	31.1%	30.3%	32.9%	29.7%	32.7%	31.8%
Less likely	15.0%	17.9%	9.8%	13.4%	19.1%	21.5%	16.5%	13.7%	17.5%	15.0%	13.4%
Unsure	15.9%	17.9%	11.9%	17.9%	17.6%	13.6%	12.1%	19.5%	17.0%	15.8%	15.2%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – If a local politician decided that there needed to be more control over online short-term rental platforms such as AirBnB would you be more likely, as likely or less likely to vote for that politician?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between September 29<sup>th</sup> to October 2<sup>nd</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,058 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned by the Hotel Association of Canada and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# METHODOLOGY

Element	Description	Element	Description
Research sponsor	Hotel Association of Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1058 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, economic issues, military spending, Old Age Security, bike lanes and e-scooters, federal elections and feelings towards the federal government.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	<a href="#">By region, age and gender</a>
Field Dates	September 29 <sup>th</sup> to October 2 <sup>nd</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		

**TECHNICAL NOTE**



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EthicStratēgies

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