

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1503	195	152	100	102	502	353	99	734	769	435	524	543	178	257	248	277	249	295	632	475	395	523	466	279	235

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1. How familiar would you say you are with Airbnb?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Never heard of it until now	38%	30%	39%	40%	54%	36%	38%	46%	36%	39%	38%	36%	39%	49%	31%	32%	38%	36%	42%	50%	38%	17%	44%	36%	20%	46%
Heard about it but don't know much about it	40%	42%	38%	39%	39%	38%	42%	47%	42%	38%	29%	43%	47%	21%	34%	43%	42%	45%	48%	37%	43%	43%	40%	42%	43%	35%
Know about it/Looked into it	17%	20%	17%	13%	4%	21%	15%	5%	16%	17%	23%	17%	11%	21%	25%	20%	16%	14%	8%	11%	14%	30%	13%	16%	29%	14%
Used Airbnb	5%	7%	5%	7%	3%	6%	5%	3%	5%	6%	9%	4%	3%	9%	10%	5%	4%	5%	2%	3%	5%	10%	3%	6%	7%	6%

Q2.Thinking generally, what is your overall view of Airbnb?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very positive	7%	4%	7%	9%	4%	7%	8%	4%	6%	7%	12%	6%	3%	13%	11%	8%	5%	3%	3%	5%	7%	8%	7%	6%	8%	6%
Mostly positive	29%	30%	23%	26%	25%	30%	30%	26%	30%	27%	37%	28%	23%	41%	35%	27%	28%	23%	22%	24%	23%	43%	28%	27%	35%	25%
Mostly negative	12%	13%	14%	11%	11%	12%	12%	10%	12%	12%	8%	14%	14%	3%	11%	12%	15%	13%	15%	10%	13%	14%	12%	13%	12%	11%
Very negative	3%	3%	1%	8%	1%	2%	4%	5%	2%	4%	2%	3%	4%		3%	4%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%
Don't know enough to say	50%	49%	56%	45%	59%	48%	46%	56%	49%	50%	42%	49%	56%	43%	41%	49%	49%	56%	57%	54%	32%	51%	50%	41%	55%	
Top2Box	35%	34%	29%	36%	29%	37%	38%	29%	37%	34%	49%	34%	26%	54%	46%	35%	33%	26%	29%	29%	30%	51%	35%	33%	44%	31%
Bottom2Box	15%	16%	15%	19%	12%	14%	15%	15%	14%	16%	9%	17%	18%	3%	14%	16%	18%	18%	19%	13%	16%	17%	15%	17%	15%	14%

Q2.[Excluding Don't know]Thinking generally, what is your overall view of Airbnb?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very positive	13%	8%	15%	17%	10%	14%	15%	8%	13%	14%	20%	12%	7%	23%	18%	15%	9%	7%	7%	13%	15%	12%	13%	12%	14%	13%
Mostly positive	57%	60%	51%	48%	60%	58%	57%	58%	60%	54%	64%	55%	52%	72%	59%	54%	56%	52%	51%	56%	50%	63%	57%	54%	60%	56%
Mostly negative	24%	26%	31%	20%	27%	23%	22%	22%	23%	25%	13%	27%	32%	6%	18%	24%	30%	30%	33%	24%	28%	20%	23%	27%	20%	24%
Very negative	6%	7%	3%	14%	3%	5%	7%	12%	4%	8%	3%	6%	10%		5%	7%	5%	10%	9%	7%	7%	4%	6%	6%	5%	7%
Top2Box	70%	68%	66%	65%	70%	72%	71%	66%	73%	67%	84%	67%	58%	94%	77%	69%	65%	60%	57%	69%	65%	75%	70%	67%	75%	69%
Bottom2Box	30%	32%	34%	35%	30%	28%	29%	34%	27%	33%	16%	33%	42%	6%	23%	31%	35%	40%	43%	31%	35%	25%	30%	33%	25%	31%

Q3.Would you say you'd like to see the government...

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Regulate Airbnb in the same way it regulates hotels	43%	41%	39%	41%	40%	43%	50%	32%	44%	42%	38%	38%	51%	33%	42%	35%	41%	46%	55%	48%	42%	37%	46%	45%	32%	45%
Allow Airbnb to continue operating without the same regulations as hotels	57%	59%	61%	59%	60%	57%	50%	68%	56%	58%	62%	62%	49%	67%	58%	65%	59%	54%	45%	52%	58%	63%	54%	55%	68%	55%

Q4.Thinking about your immediate neighbours (i.e. those who live next door to you, down the hall, etc.), would you be comfortable with them renting out their space ...

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Anytime, it's their property and they can do whatever they want	44%	43%	45%	49%	52%	42%	40%	58%	44%	43%	52%	42%	38%	63%	45%	48%	37%	42%	35%	46%	46%	37%	46%	42%	48%	36%
Regularly, say once a month or more	8%	9%	10%	5%	7%	8%	7%	8%	8%	8%	12%	8%	5%	7%	15%	8%	8%	3%	6%	6%	8%	11%	9%	8%	8%	6%
Only occasionally/for special occasions	24%	21%	18%	19%	21%	25%	29%	14%	23%	24%	22%	23%	25%	23%	22%	21%	25%	26%	24%	20%	22%	31%	20%	24%	21%	32%
Never, I'm not comfortable with my neighbours using Airbnb	25%	27%	27%	27%	20%	26%	24%	20%	24%	26%	14%	26%	33%	7%	19%	22%	30%	29%	35%	28%	24%	22%	25%	26%	23%	26%
Top2Box	51%	52%	55%	54%	60%	49%	47%	67%	53%	50%	64%	50%	42%	70%	60%	57%	45%	45%	41%	52%	54%	48%	55%	50%	56%	42%
Bottom2Box	49%	48%	45%	46%	40%	51%	53%	33%	47%	50%	36%	50%	58%	30%	40%	43%	55%	55%	59%	48%	46%	52%	45%	50%	44%	58%

Q5.How familiar would you say you are with Uber?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Never heard of it until now	7%	7%	4%	18%	12%	4%	8%	13%	5%	8%	7%	8%	5%	8%	7%	9%	7%	4%	5%	9%	8%	2%	11%	5%	1%	6%
Heard about it but don't know much about it	55%	58%	53%	56%	59%	48%	60%	66%	52%	58%	38%	58%	66%	30%	42%	54%	61%	64%	67%	59%	55%	46%	54%	56%	48%	62%
Know about it/Looked into it	31%	31%	34%	21%	23%	38%	27%	18%	36%	27%	39%	29%	28%	45%	34%	30%	28%	29%	27%	27%	31%	38%	29%	31%	40%	27%
Used Uber	7%	4%	9%	5%	6%	11%	5%	3%	7%	7%	17%	5%	2%	16%	17%	7%	3%	3%	1%	5%	5%	14%	6%	7%	10%	5%

Q6.Thinking generally, what is your overall view of Uber?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very positive	9%	7%	11%	10%	13%	9%	8%	6%	11%	6%	15%	8%	4%	16%	14%	8%	9%	4%	4%	7%	8%	12%	10%	8%	12%	2%
Mostly positive	38%	40%	52%	34%	38%	43%	23%	39%	41%	35%	46%	39%	30%	47%	46%	44%	35%	32%	28%	39%	32%	42%	32%	39%	48%	37%
Mostly negative	20%	14%	16%	13%	15%	19%	28%	15%	19%	21%	11%	20%	26%	12%	10%	14%	26%	25%	27%	17%	21%	22%	19%	22%	19%	17%
Very negative	10%	4%	7%	9%	7%	7%	20%	5%	10%	9%	8%	7%	14%	7%	9%	7%	15%	13%	8%	14%	8%	9%	11%	8%	11%	
Don't know enough to say	24%	35%	13%	35%	27%	21%	20%	36%	19%	28%	20%	25%	25%	17%	21%	27%	24%	23%	27%	28%	24%	16%	29%	19%	12%	32%
Top2Box	47%	47%	63%	44%	51%	52%	31%	45%	52%	41%	61%	48%	34%	64%	59%	52%	44%	37%	32%	47%	41%	54%	43%	47%	60%	39%
Bottom2Box	30%	18%	23%	22%	22%	27%	48%	20%	29%	30%	19%	27%	40%	20%	19%	21%	32%	40%	40%	26%	35%	30%	28%	34%	27%	28%

Q6.[Excluding Don't know]Thinking generally, what is your overall view of Uber?

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Very positive	11%	11%	13%	15%	18%	11%	11%	9%	14%	9%	18%	11%	6%	20%	17%	10%	12%	5%	6%	10%	11%	14%	15%	10%	14%	3%
Mostly positive	50%	62%	60%	51%	52%	55%	29%	61%	50%	49%	58%	52%	40%	57%	58%	60%	45%	42%	38%	54%	43%	50%	45%	48%	55%	55%
Mostly negative	26%	22%	18%	19%	20%	25%	35%	23%	29%	14%	27%	35%	15%	13%	20%	33%	33%	37%	24%	28%	26%	27%	28%	22%	25%	
Very negative	13%	6%	8%	14%	10%	9%	25%	8%	13%	13%	10%	9%	19%	9%	11%	10%	9%	20%	18%	11%	18%	9%	13%	14%	10%	16%
Top2Box	61%	73%	73%	67%	70%	66%	39%	69%	64%	58%	76%	64%	46%	76%	76%	71%	58%	48%	44%	64%	54%	65%	60%	58%	69%	58%
Bottom2Box	39%	27%	27%	33%	30%	34%	61%	31%	36%	42%	24%	36%	54%	24%	24%	29%	42%	52%	56%	36%	46%	35%	40%	42%	42%	

Q7.Regardless of whether or not Uber is currently in your community, do you think Uber should be allowed to operate in your city? (or the city you live closest to?)

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, definitely	33%	38%	50%	31%	33%	36%	21%	21%	37%	29%	45%	36%	20%	43%	47%	36%	36%	23%	18%	31%	29%	41%	33%	32%	45%	19%
Maybe, under the right circumstances	40%	44%	39%	41%	35%	43%	32%	50%	38%	42%	36%	40%	43%	36%	36%	41%	39%	45%	42%	38%	42%	41%	38%	39%	37%	50%
No - definitely not	17%	9%	7%	11%	21%	12%	34%	17%	17%	17%	11%	13%	26%	14%	9%	11%	14%	23%	28%	18%	19%	13%	18%	20%	12%	16%
Really can't say	10%	9%	4%	17%	11%	9%	13%	12%	7%	13%	8%	11%	10%	7%	9%	12%	10%	10%	11%	13%	9%	6%	11%	9%	6%	15%

Q7.[Excluding don't know]Regardless of whether or not Uber is currently in your community, do you think Uber should be allowed to operate in your city? (or the city you live closest to?)

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Yes, definitely	37%	42%	52%	38%	37%	40%	24%	24%	40%	33%	49%	41%	23%	46%	51%	41%	40%	25%	21%	35%	32%	43%	37%	35%	48%	23%
Maybe, under the right circumstances	45%	48%	41%	49%	40%	47%	37%	56%	42%	47%	39%	45%	48%	39%	39%	46%	44%	49%	47%	44%	46%	43%	43%	43%	39%	59%
No - definitely not	19%	10%	7%	13%	23%	13%	39%	20%	19%	19%	12%	14%	29%	15%	10%	13%	16%	26%	32%	21%	21%	13%	20%	22%	12%	19%

Q8.Would you say you'd like to see the government...

	Total	Region							Gender		Age			Age_Fine						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Regulate Uber in the same way that it regulates taxis	63%	53%	58%	55%	53%	62%	72%	64%	62%	63%	50%	60%	75%	44%	55%	55%	65%	72%	77%	61%	66%	60%	60%	66%	57%	69%
Allow Uber to continue operating without the same regulations as taxis	37%	47%	42%	45%	47%	38%	28%	36%	38%	37%	50%	40%	25%	56%	45%	45%	35%	28%	23%	39%	34%	40%	40%	34%	43%	31%