



**Township of North Kawartha**  
280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0  
Tel: 705-656-4445 | 1-800-755-6931 | Fax: 705-656-4446  
[www.northkawartha.ca](http://www.northkawartha.ca)

## **Analysis of 2024 Short-Term Rental Survey**

---

### **Background:**

An online survey was launched on June 14, 2024, and ran until July 5, 2024. The survey was promoted through notification to lake associations, signage, the Township of North Kawartha website as a linkable homepage banner and website news subscriber direct email.

A total of 560 surveys were completed.

The North Kawartha Council made the following motion at its August 13, 2024, Council Meeting:

### **Short Term Rental Advisory Committee**

24 - 245

Moved by - Councillor McLellan

Seconded by - Deputy Mayor Whelan

That Council receives the Short-Term Rental Advisory Committee minutes for the meeting held on August 6, 2024 and further that the summary of the survey results be provided to the public. Carried.



## **Analysis:**

### **Part 1 Demographics**

There was a strong representation of respondents from both wards. Ward 1 Chandos represented 46.96% of survey respondents and Ward 2 Burleigh Anstruther was 43.49%. An additional 7.5% of respondents were unsure which ward they resided in.

The age distribution of respondents closely mirrors the 2021 census data. From the census, 54.3 % of residents are between the ages of 15 to 64 years old. Likewise, 57.68% of survey respondents indicated they are between the ages of 35-65 (53.93%) and under 34 (3.75%). In addition, from the census 35.1 % of residents are 65 years old. Likewise, 39.82% of survey respondents indicated they are over 65 years old.

Within the survey, 50% were full-time property owners and 46.79% were seasonal property owners. 81.25% of respondents were located on a lake whereas 16.96% were rural or located within a hamlet.

71.25% of respondents have owned their property for over 10 years, 12.68% for 6-10 years, 13.39% 1 – 5 years and 1.43% less than 1 year.

### **Part 2 Short Term Rental Experience**

Most respondents indicated they did not rent out their property, however, 89 (15.89%) respondents did. The majority of those that rent out their property do so on a weekly basis, although some offer weekend or monthly rentals.

The frequency of renting was primarily “a few times a month” (44.94%), less than once a month (23.6%) once a month (12.36%), annually (12.36%), or once a week (3.37%).

61.8% of short-term rental respondents utilize a commercial/social media platform (VRBO, Airbnb, website) to advertise.

48.31% of rental respondents state that they stay at the property or near the property while it is rented.

76.4% of rentals are the primary cottage, whereas 15.73% rent an accessory unit and 6.74% rent both.



Of 560 respondents 49.82% indicated that short term rentals are problem in North Kawartha and 50.18% indicated no, that they are not a problem. Of those that rent, 92.13% indicated short term rentals are not a problem and 7.87% said they are.

Of 560 respondents 42.5% indicated that they had a negative experience with a short-term rental property whereas 57.5% said they did not.

Of the 89 rental respondents 8.99% indicated that they had a negative experience with a short-term property whereas 91.01% said they did not.

### **Part 3 Proposed Township Involvement**

Of 509 respondents a majority (65.54%) stated the concerns the Township should deal with are Noise, 65.65%, Garbage 53.04%, and Fireworks 52.68%.

The responses from those that rent closely mirror the overall response with 47.19% responding garbage, 38.2% responding fireworks and 37.08% responding noise.

433 respondents (with multiple choice selections available) suggested that if the Township was to regulate Short Term Rentals it should strengthen quality of life By-laws such as noise, parking, property standards, open air burning, fireworks and dog control at 59.11%, provide stronger enforcement of existing by-laws (50.36%) and License – standard and fees (44.46%). Of those that rent, the top responses were 30.34% stronger enforcement of existing by- laws, 26.97% - education outreach and 25.84% - strengthen quality of life By-Laws.

Many respondents (72.68%) indicated that any costs to the municipality should be recovered from licensing fees to short term rental owners and 19.11% indicated the costs should be recovered from the Township through taxes. On the contrary, those that rent indicated (22.47%) that costs should be recovered via licensing fees to short term rental owners and 62.92% indicated recovery should be through property taxes.

531 respondents stated with a majority of 78.21% that fines should be implemented for non-compliance. 84 Short term renters indicated 49.44% that licence fees should not be implemented for non-compliance and 44.94% responded yes.



## **Township of North Kawartha**

280 Burleigh Street, PO Box 550, Apsley, ON K0L 1A0  
Tel: 705-656-4445 | 1-800-755-6931 | Fax: 705-656-4446  
[www.northkawartha.ca](http://www.northkawartha.ca)

59.82% of respondents indicated that there should be a limit of the number of licences based on the geographic location and 57.32% of respondents indicated that the size of the lake should influence the number of licences available. 81 short term rental respondents, 14.61% indicated that there should be a limit of licences based on geographic area and 24.72% indicated the size of the lake should influence the number of licences available.

### **Summary**

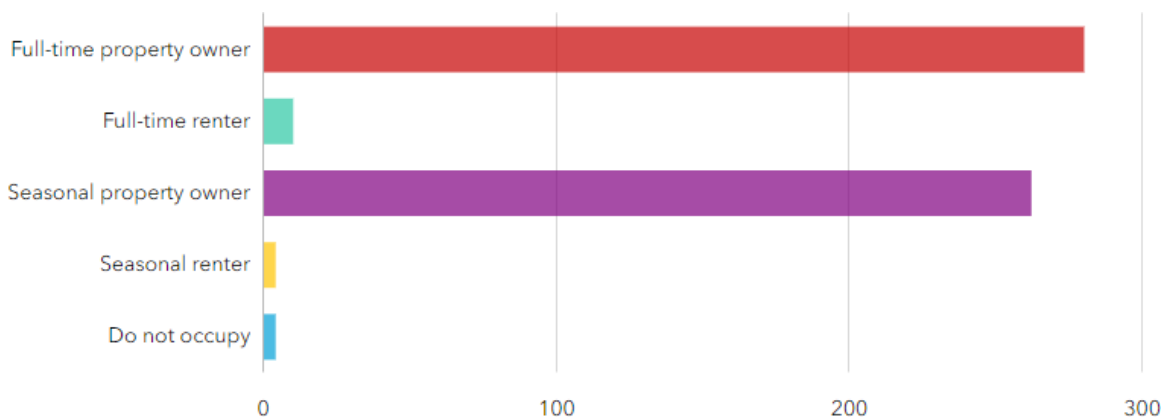
The response rate for this survey was beneficial in providing confidence that a satisfactory representation from the North Kawartha population provided their input. An extraction of survey results from those that responded Yes to owning a short-term rental (89 respondents) provides further analysis for review.

# Short-Term Rental Survey Overview

- 560 survey responses were collected and analyzed.
- The survey was promoted via news items to website subscribers, social media, direct email to cottage associations and it was made available on the North Kawartha website as a clickable banner message.
- Some response rates may not add to 100% because some questions allow more than one checkbox, or some respondents skipped questions.

## Part 1 Demographics

### Q.1 What is your North Kawartha Status?



Answered: 560

Full-time property owners - 50% - count 280

Full-time renter - 1.79% - count 10

Seasonal property owner - 46.79% - count 262

Seasonal renter - 0.71% - count 4

Do not occupy - 0.71% - count 4

Of those that represent owners of a short-term rental the breakdown was as follows: Full-time property owner – 50.56% - count 45

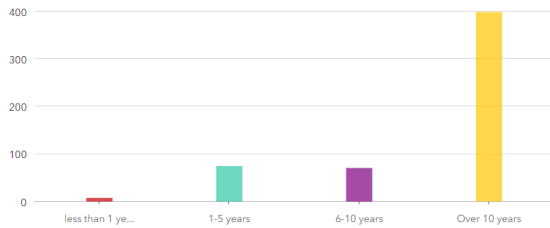
Full-time renter – 2.25% - count 2

Seasonal property owner – 44.94% - count 40

Seasonal renter – 2.25% - count 2

Do not occupy - 0

## Q2. How long have you owned your property?



Answered: 553 – Skipped: 7



Of those that represent owners of a short-term rental the breakdown was as follows:

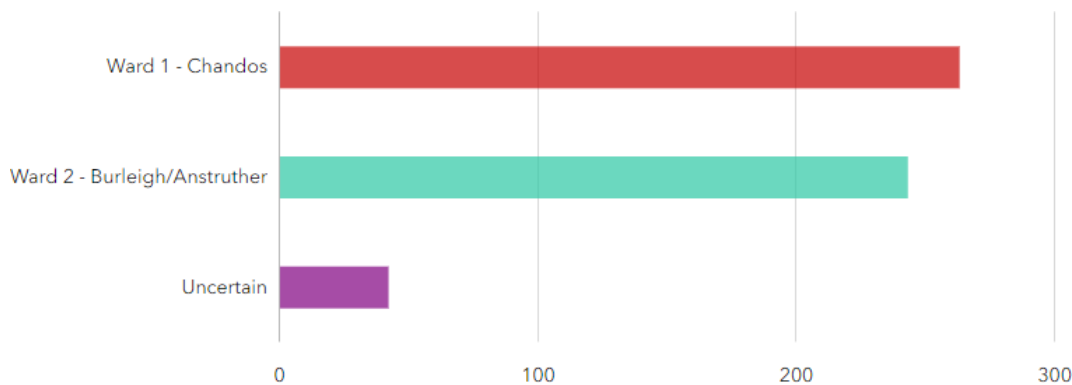
Over 10 years – 53.93% - count 48

6-10 years – 15.73% - count 14

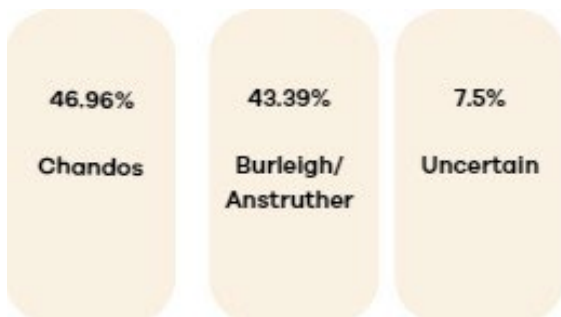
1-5 years – 28.09% - count 25

Less than 1 year – 2.25% - count 2

## Q3. Which ward do you own/rent in?



Answered: 548 Skipped: 12



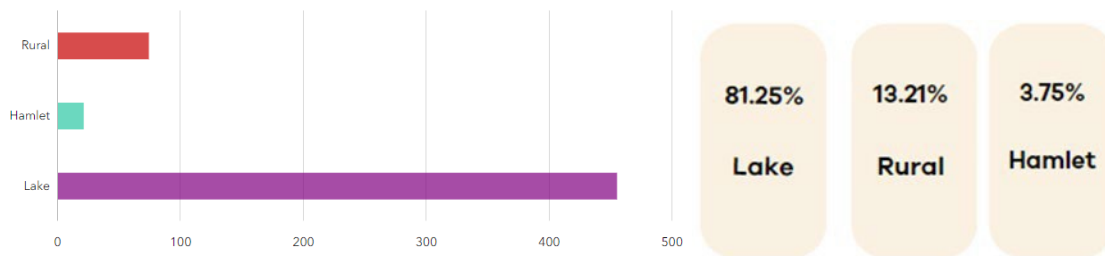
Of those that represent owners of a short-term rental the breakdown was as follows:

Chandos – 48.31% - count 43

Burleigh/Anstruther – 34.83% - count 31

Uncertain – 14.61% - count 13

#### Q4. Which area are you located in within your ward?



Answered: 550 Skipped: 10

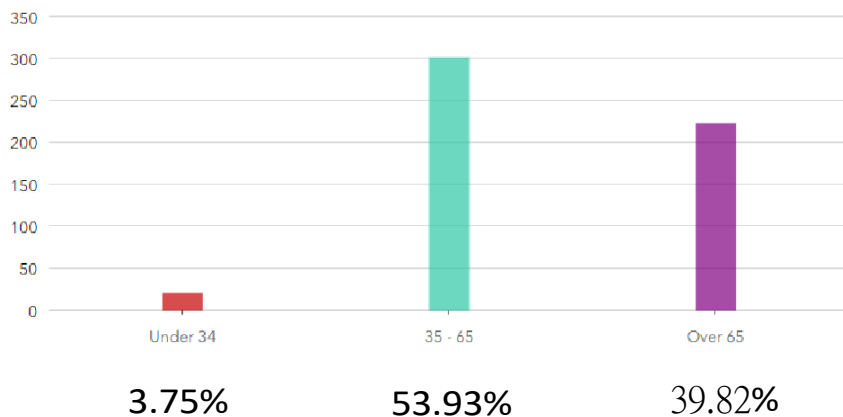
Of those that represent owners of a short-term rental the breakdown was as follows:

Rural – 7.87% - count 7

Hamlet – 0%

Lake – 91.01% - count 81

#### Q4. What is your age range?



Answered: 560 Skipped: 0

Under 34 - 3.75% - count 21

35-65 - 53.93% - count 302

Over 65 - 39.82% - count 223

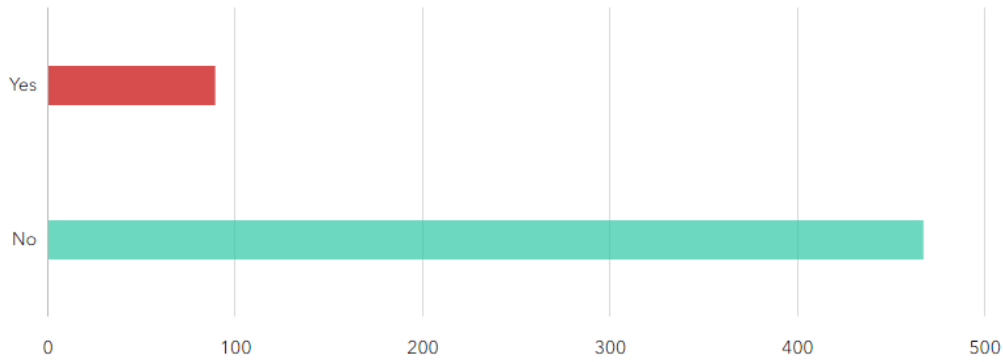
Of those that represent owners of a short-term rental the breakdown was as follows:

Under 34 – 8.99% – count 8

35-65 – 73.03% - count 65

Over 65 – 15.73% - count 14

### Q5. Do you rent your property on a short-term basis to others?



Yes: 15.89%

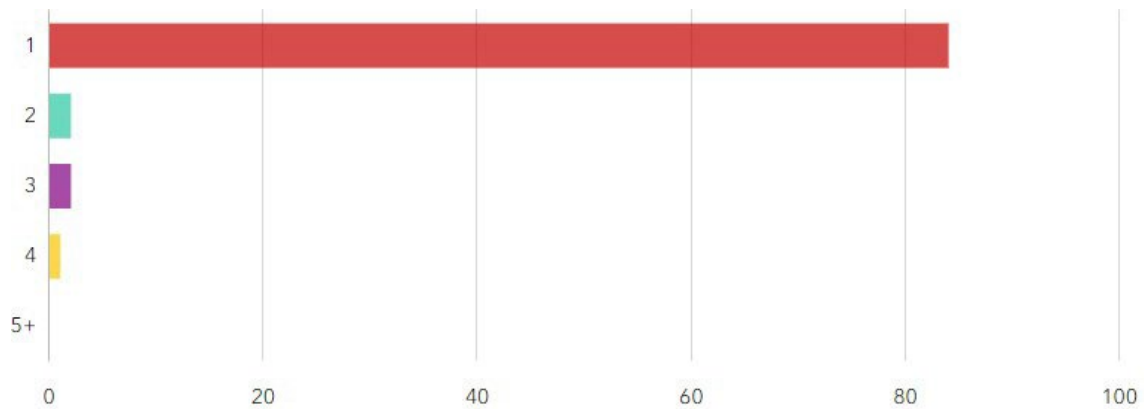
No: 83.39%

Answered: 556 Skipped: 4

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Yes: 100% - count 89

### Q6. How many properties do you rent in North Kawartha on a short-term basis?



1 - 15% - Count 84

2 - 0.36% - Count 2

3 - 0.36% - Count 2

4 - 0.18% - Count 1

5+ - 0% - Count 0

Answered: 89 Skipped: 471

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 89

1 - 94.38% - count 84

2 - 2.25% - count 2

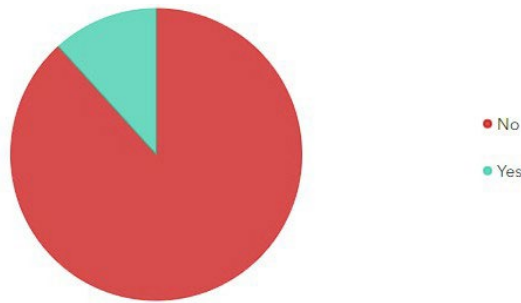
3 - 2.25% - Count 2

4 - 1.12% - count 1

5+ - 0% - Count 0



Q7. Do you use a commercial/social media platform (i.e., VRBO, Airbnb, website) to advertise your rental?



No - 77.86% - Count – 436

Yes - 10.36% - Count – 58

Answered: 494 Skipped: 66

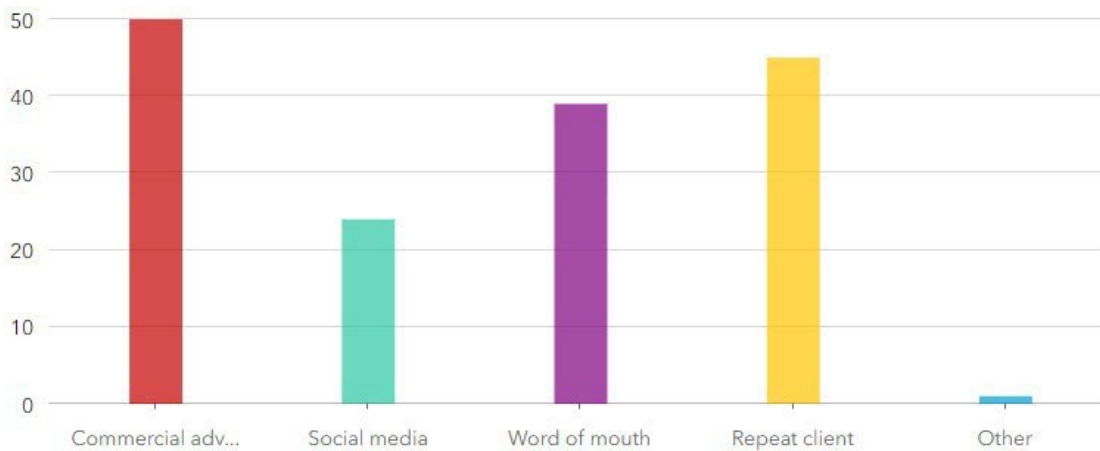
Of those that represent owners of a short-term rental the breakdown was as follows: Answered: 88 Skipped: 1

Yes – 61.8% -

count 55 No –

37.08% - count 33

Q8. How do people find out about your rental?



Answered: 58 Skipped: 502



Of those that represent owners of a short-term rental the breakdown was as follows:

Answered: 55 Skipped: 34

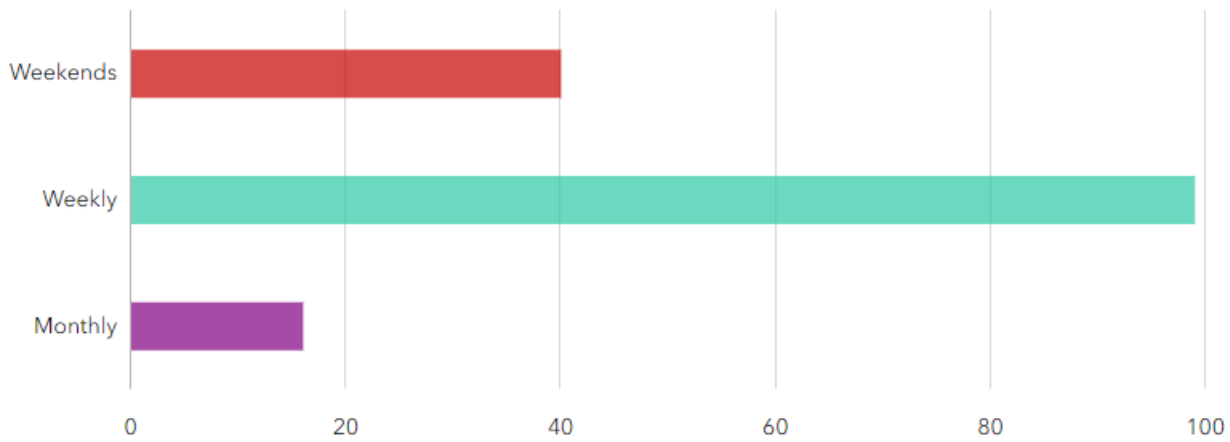
Commercial – 53.93% - count 48

Social media – 24.72% - count 22

Word of mouth – 41.57% - count 37

Repeat client – 48.3% - count 43

### Q9. If you rent your property on a short-term basis to others, for what timeframe?



Weekends – 7.14% - count 40

Weekly – 17.58% - count 99

Monthly – 2.86% - count 16

Answered: 106 Skipped 454

Of those that represent owners of a Short-Term rental the breakdown was as follows:

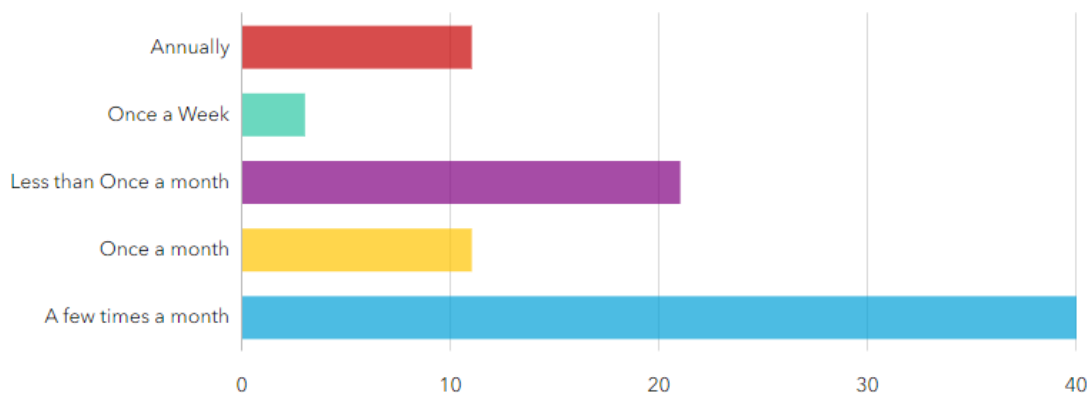
Answered: 89

Weekends – 39.33% - count 35

Weekly – 98.88% - count 88

Monthly – 14.61% - count 13

### Q10. How often do you rent your property on a Short-Term Rental?



Annually - 1.96% - count 11

Once a Week – 0.54% - count 3

Less than once a month – 3.75% - count 21

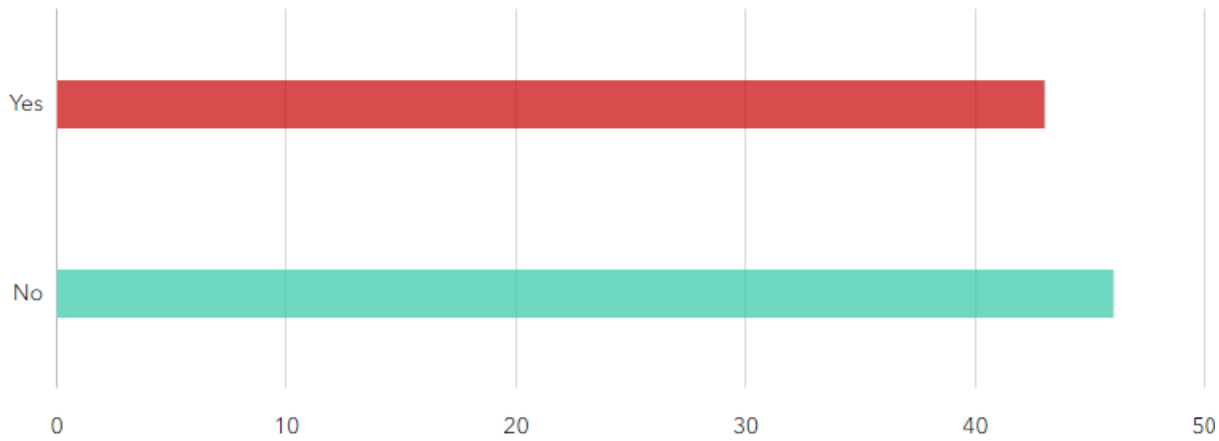
Once a month – 1.96% - count 11

A few times a month – 7.14% - count 40

Answered: 86 Skipped 474

The results of those that represent owners of a Short-Term rental the breakdown was the same with 86 answered and 3 skipped.

Q11. Do you stay or does a contact stay at the property or near the property while it is rented?



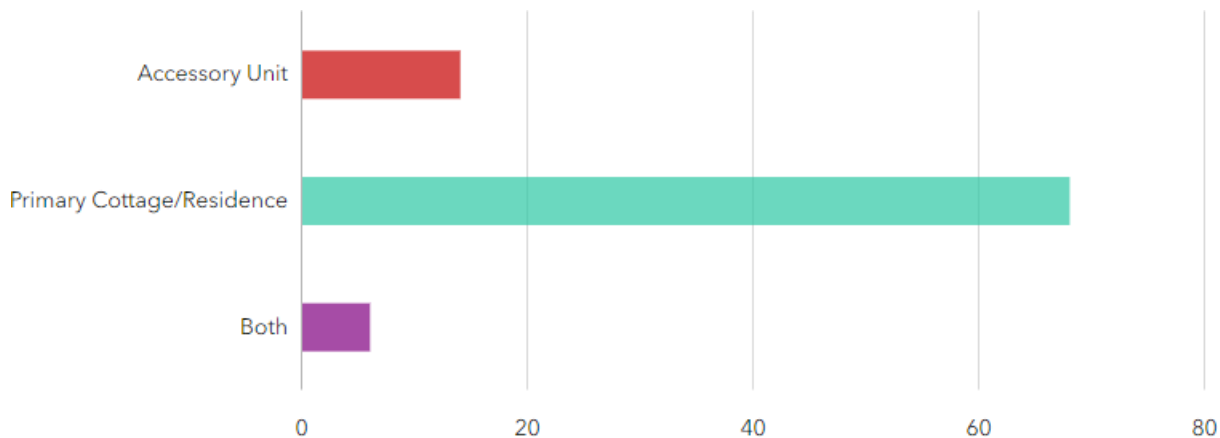
Yes – 7.68% - count 43

No – 8.21% - count 46

Answered: 89 Skipped: 471

The results of those that represent owners of a short-term rental the breakdown was the same with 89 answered.

Q11. Do you rent an accessory unit or your primary residence/cottage?



Accessory Unit – 2.5% - count 14

Primary cottage/residence – 12.14% - count 68

Both – 1.07% - count 6

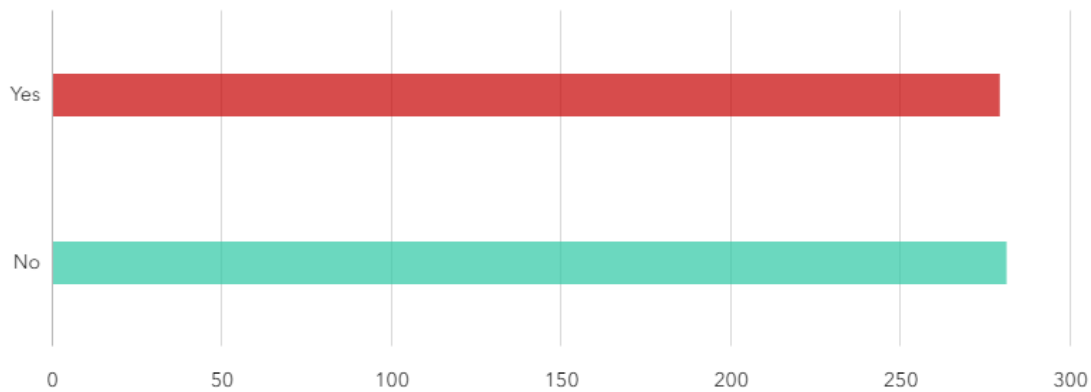
Answered: 88 Skipped: 472

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 88 Skipped: 1

Accessory unit – 15.73%, Primary cottage/residence – 76.4%, both 6.74%

## Q12. Do you think Short-Term Rentals are a problem in North Kawartha?



Yes – 49.82% - count 279

No – 50.18% - count 281

Answered: 560

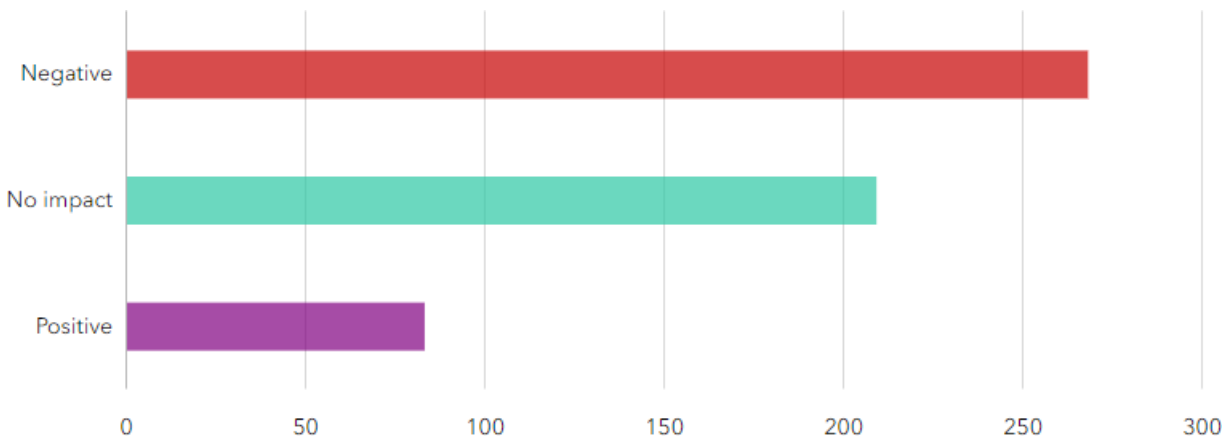
Of those that represent owners of a short-term rental the breakdown was as follows:

Yes – 7.87% - count 7

No – 92.13% - count 82

Answered: 89 Skipped: 0

## Q13. Do Short-Term Rentals have a negative or positive impact on the enjoyment of your property?



Negative – 47.86% - count 268

No impact – 37.32% - count 209

Positive – 14.82% - count 83

Answered: 560

Of those that represent owners of a Short-Term rental the breakdown was as follows:

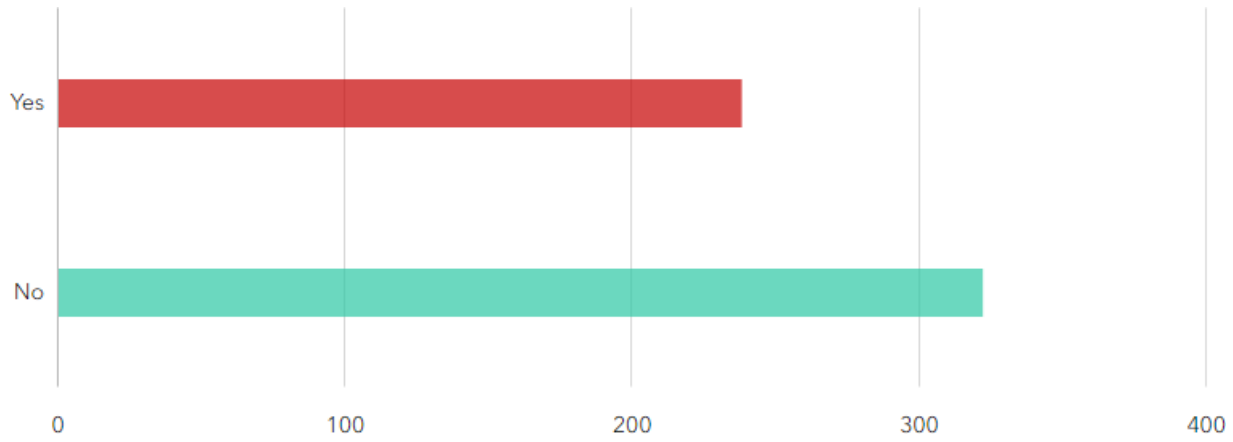
Negative – 7.87% - count 7

No impact – 30.34% - count 27

Positive – 61.8% - count 55

Answered: 89

## Q14. Have you had a negative experience with a short-term rental property?



Yes – 42.5% - count 238

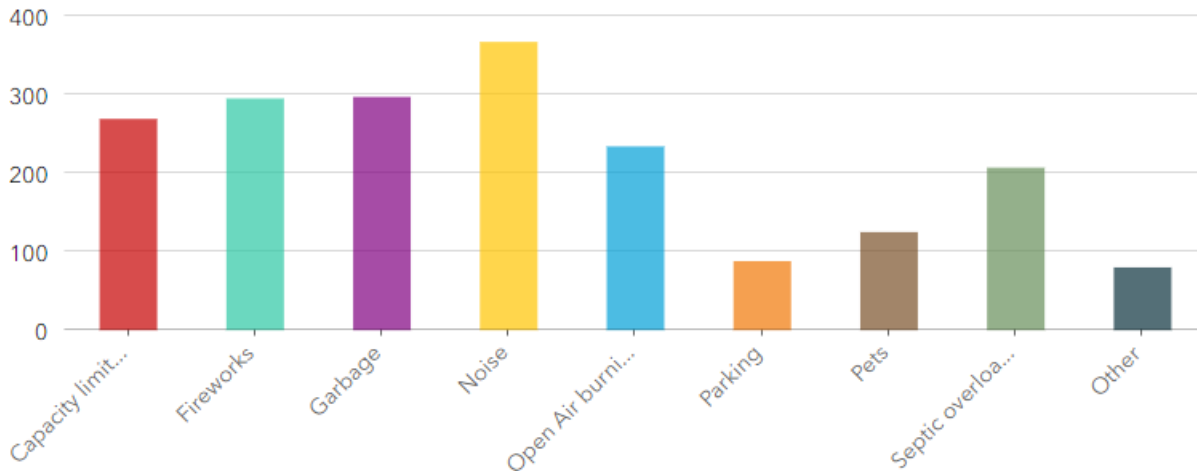
No – 57.5% - count 322

Answered: 560

Of those that represent owners of a short-term rental the breakdown was as follows:

Yes – 8.99% - count 7 No – 91.01% - count 81 Answered: 89

## Q14. Which concerns should the Township deal with?



Answered: 509 Skipped: 51

Capacity Limits – 48.04% - count 269

Fireworks - 52.68% - count 295

Garbage – 53.04% - count 297

Noise – 65.65% - count 367

Open Air Burning – 41.79% - count 234

Parking – 15.71% - count 88

Pets – 22.32% - count 125

Septic overload – 36.96% - count 207

Other – 14.29% - count 80

Other comments included: Trespassing, road damage, water safety, unsafe boating.

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 73 Skipped: 16

Capacity Limits – 22.47% - count 20

Fireworks – 38.2% - count 34

Garbage – 47.19% - count 42

Noise – 37.08% - count 33

Open Air Burning – 30.34% - count 27

Parking – 7.87% - count 7

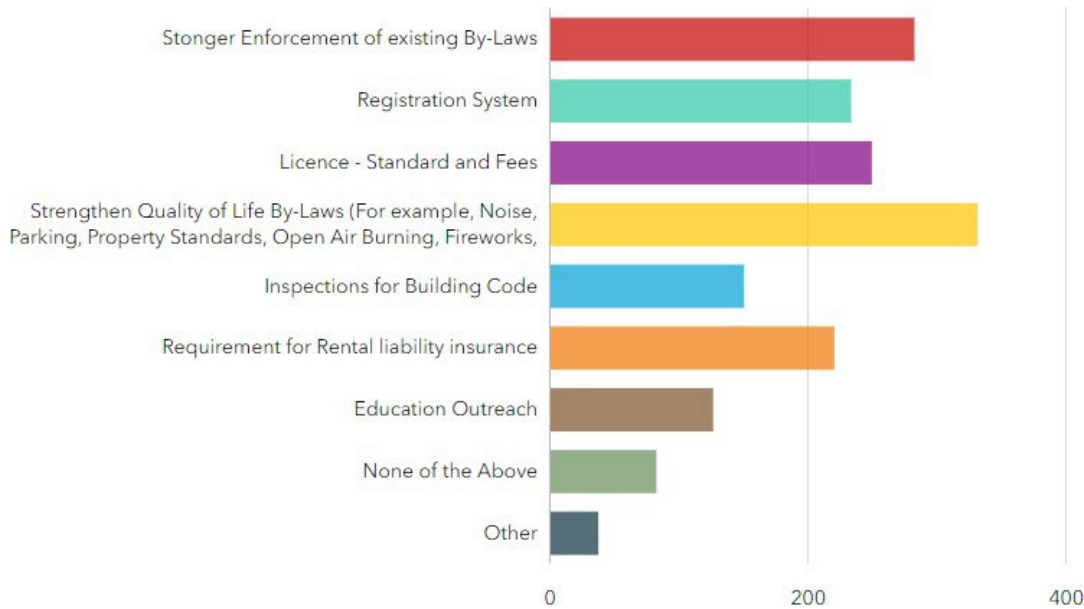
Pets – 12.36% - count 11

Septic overload – 23.6% - count 21

Other – 17.96% - count 16

Other comments included: road damage, doctor in town, watercraft operation, none (7), drinking water.

**Q16. If the Township was to regulate Short-Term rentals what action/actions should be taken?**



Answered: 433 Skipped: 34

Stronger Enforcement of existing By-Laws – 50.36% - count 282

Registration System – 41.61% - count 233

Licence – standard and fees – 44.46% - count 249

Strengthen Quality of Life By-laws (for example, noise, parking, property standards, open air burning, fireworks, dog control) – 59.11% - count 331

Inspections for building code – 26.79% - count 150

Requirement for rental liability insurance – 39.29% - count 220

Education outreach – 22.5% - count 126

None of the above – 14.64% - count 82

Other – 6.61% - count 37

Other comments include: water and boat rules, taxes for commercial, not residential, smoke alarms, carbon monoxide detectors, contact point for neighbours of rental properties for by-law concerns, none of your concern

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 87 Skipped: 2

Stronger Enforcement of existing By-Laws – 30.3.4% - count 27

Registration System – 12.36% - count 11

Licence – standard and fees – 11.24% - count 10

Strengthen Quality of Life By-laws (for example, noise, parking, property standards, open air burning, fireworks, dog control) – 25.84% - count 23

Inspections for building code – 6.74% - count 6

Requirement for rental liability insurance – 19.1% - count 17

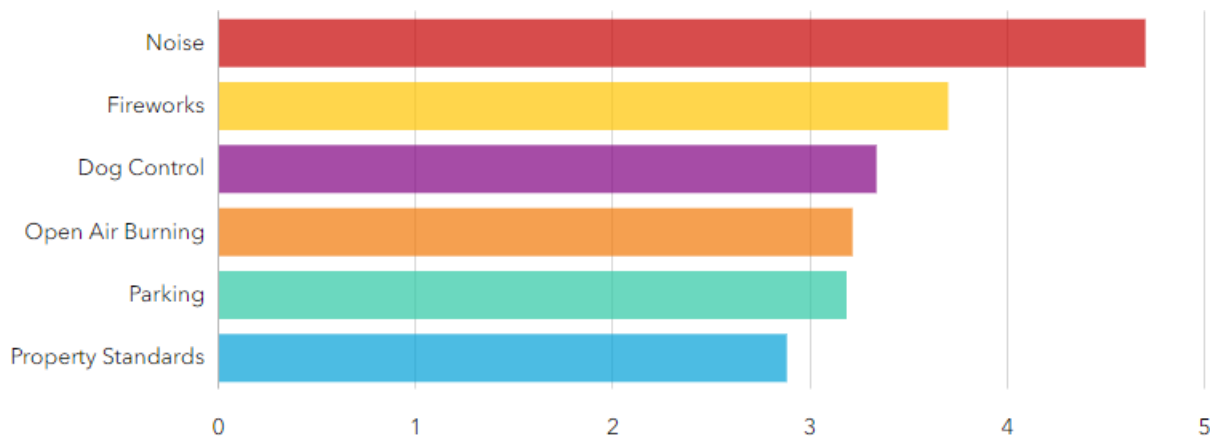
Education outreach – 26.97% - count 24

None of the above – 34.83% - count 31

Other – 5.62% - count 5

Other comments include: limit number of nights, drinking water filtration requirements, carefully limit amount of days that can be rented per year, premises as build and upgraded are already complaint with NKT bylaws. The property insurance company is aware of occasional rentals - our rental agency rental agreement maintains a post rental contingency fund to hand any issues.

Q17. If you chose to Strengthen Quality of Life By-laws within the Twonship, which by-laws?



Answered: 33 Skipped: 527

Noise – 4.7%

Fireworks – 3.7%

Dog Control – 3.33%

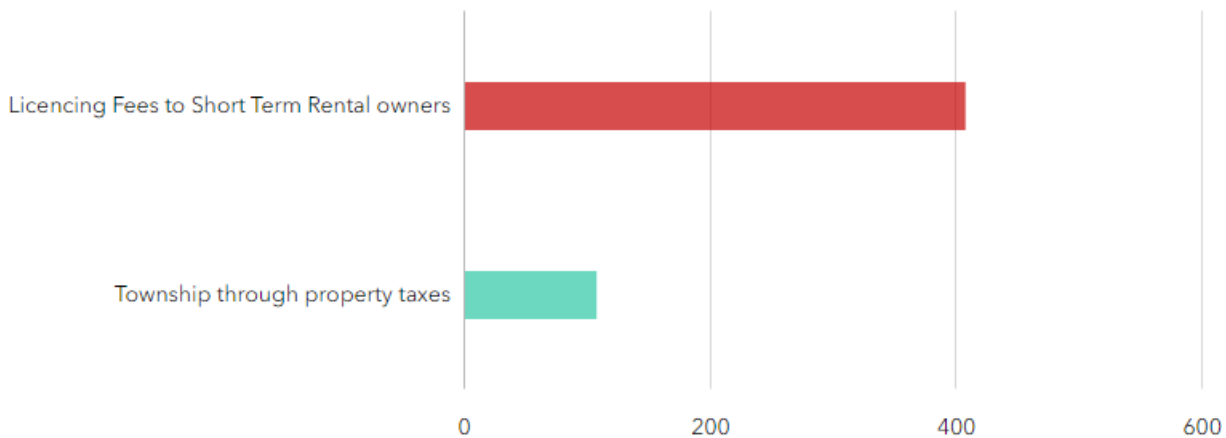
Open Air Burning – 3.21%

Parking – 3.18%

Property Standards – 2.88%

Of those that represent owners of a short-term rental the breakdown only 5 responses were received.

Q18. Who should pay for any increased costs to the municipality?



Answered: 514 Skipped: 46

Licencing Fees to Short-Term Rental owners – 72.68% - count 407

Township through property taxes – 19.11% - count 107

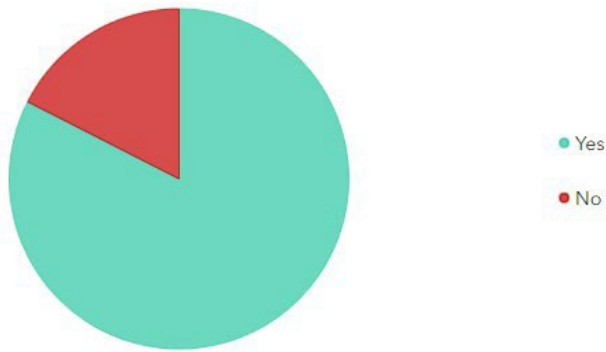
Of those that represent owners of a Short-Term rental the breakdown was as follows:

Licencing Fees to Short-Term Rental owners – 22.47% - count 20

Township through property taxes – 62.92% - count 56



### Q.19 Should fines be implemented for non-compliance?



Answered: 531 Skipped: 29

Yes – 78.21% - count 438

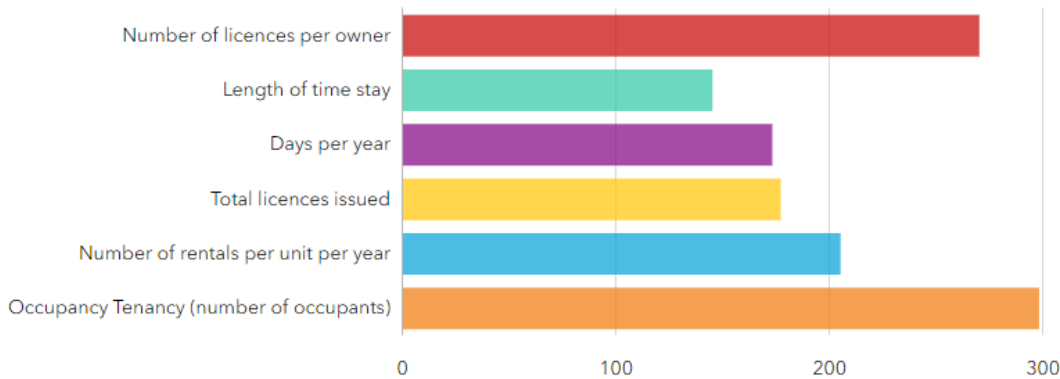
No – 16.61% - count 93

Of those that represent owners of a short-term rental the breakdown was as follows:

Yes – 44.94% - count 40

No – 49.44% - count 44

### Q.20 If licences were implemented, should there be a limit?



Answered: 443 Skipped: 117

Number of licences per owner – 48.1% - count 270

Length of time stay – 25.89% - count 145

Days per year – 30.89% - count 173

Total licences issued – 31.61% - count 177

Number of rentals per unit per year – 36.61% - count 205

Occupancy Tenancy (number of occupants) – 53.21% - count 298

Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 50 Skipped: 39

Number of licences per owner – 26.97% - count 24

Length of time stay – 7.87% - count 7

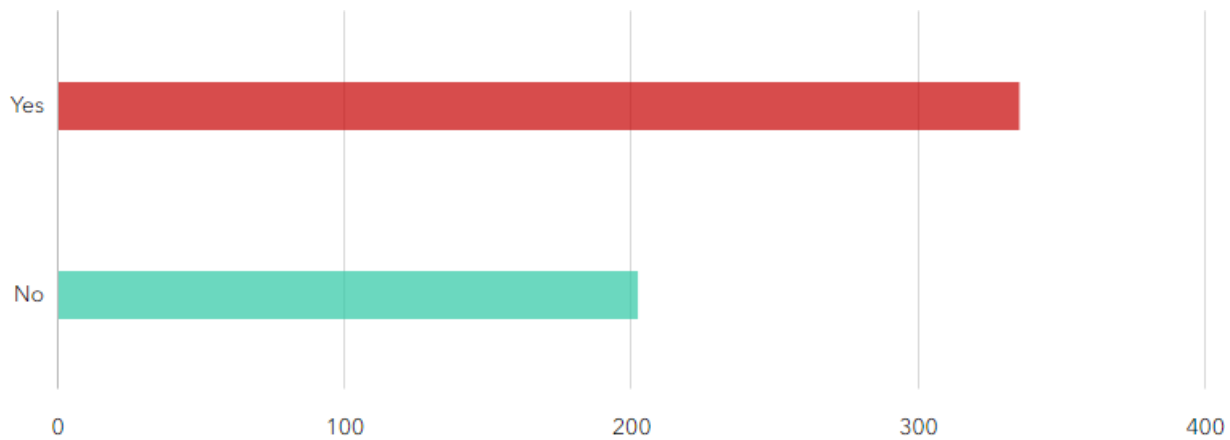
Days per year – 10.11% - count 9

Total licences issued – 5.62% - count 5

Number of rentals per unit per year – 11.24% - count 10

Occupancy Tenancy (number of occupants) – 24.72% - count 22

Q. 20 Should there be a limit of the number of licences based on geographic area (lakes or hamlets)?



Answered: 537 Skipped: 23

Yes – 59.82% - count 335

No – 36.07% - count 202

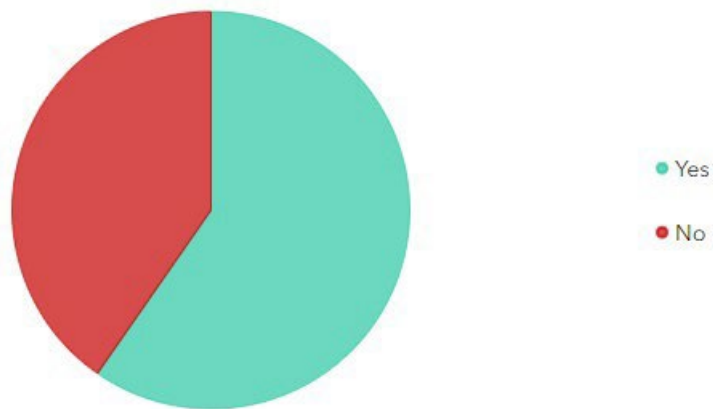
Of those that represent owners of a Short-Term rental the breakdown was as follows:

Answered: 81 Skipped: 8

Yes – 14.61% - count 13

No – 75.4% - count 68

Q. 21 Should the size of the lake influence the number of licences available?



Answered: 538 Skipped: 22

Yes – 57.32% - count 321

No – 38.75% - count 217

Of those that represent owners of a short-term rental the breakdown was as follows:

Answered: 82 Skipped: 7

Yes – 24.72% - count 22

No - 57.42% - count 60