



August 20, 2018

Number of Senior Airbnb Hosts in Massachusetts Grew 40% in 2017

Home sharing provides economic, social and professional benefits for residents ages 60 and up, as typical earnings last year for Massachusetts hosts totaled \$8,000

In honor of **National Senior Citizens Day (August 21st)**, [analysis](#) from Airbnb -- the world's leading community driven hospitality company -- found **across the United States nearly 78,000 seniors (ages 60 and up) share their homes with travelers using Airbnb.**

This research comes as [more baby boomers are turning to home sharing](#) to help financially support their retirement, age in place, and stay socially engaged.¹

When seniors host on Airbnb it helps strengthen their communities. For many senior hosts, their Airbnb income allows them to avoid eviction or foreclosure. **Forty-one percent of seniors reported that hosting has helped them afford to stay in their homes.** In fact, 45 percent of senior hosts rely on their Airbnb income to makes ends meet and spend it on important costs of living.

And this trend holds true for The Bay State. Key findings from [this analysis of Airbnb senior hosts](#), include the following data on **the state of Massachusetts**²:

3,410

*Number of Senior Airbnb Hosts
in Massachusetts*

\$8,000

*Typical Annual Income
for Massachusetts Senior Hosts*

40%

*Growth of Massachusetts Senior Hosts
During 2017*

86%

*Massachusetts Senior Hosts
with Five-Star Reviews*

¹ [Home Sharing: Growing Trend or Desperate Need?](#), U.S. News & World Report, March 4, 2018

² This report uses internal Airbnb data covering the period of January 1, 2017, to December 31, 2017. Data points were calculated using self-reported ages of Airbnb users as of December 31, 2017, as well as booking-specific information such as host payout and guest reviews of hosts.

“For me, hosting on Airbnb is about economic survival. Not only do I have extra income to make improvements to my 19th-century home, like a new roof and plumbing,” added **Phyllis Sterbakov, a longtime Brighton resident and Airbnb host in her late 60s**. “Seniors are a vulnerable population. With constant talk of the demise of social security, seniors tend to be isolated as they age and are economically forced out of their homes. Airbnb has been the vessel to keep us engaged, economically secure, and independent.”

The average Airbnb senior host has **lived in their home for more than 16 years, and 68% of those hosts plan to stay in their homes for the foreseeable future** or through the end of their lives. Hosting on Airbnb can help seniors remain a vital part of their local community.

The following is a breakdown of Airbnb senior host representation across the most highly-populated Massachusetts cities. **New Bedford, Newton and Springfield** are among the most heavily populated cities with the highest percentage of senior Airbnb hosts across the state.

City/Town	% of Senior Airbnb Hosts
Boston	7%
Brockton	10%
Cambridge	10%
Lowell	8%
Lynn	17%
New Bedford	38%
Newton	30%
Quincy	7%
Springfield	28%
Worcester	10%