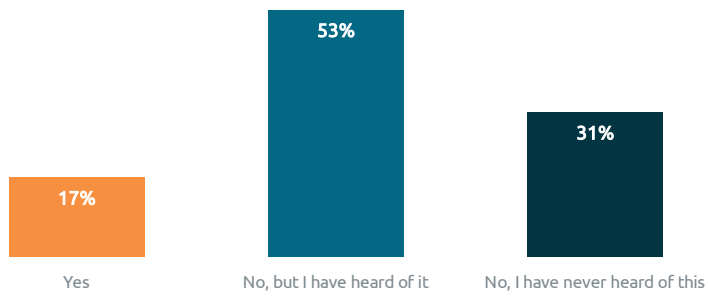


SHORT-TERM RENTALS

THE IMPACT OF SHORT-TERM RENTALS

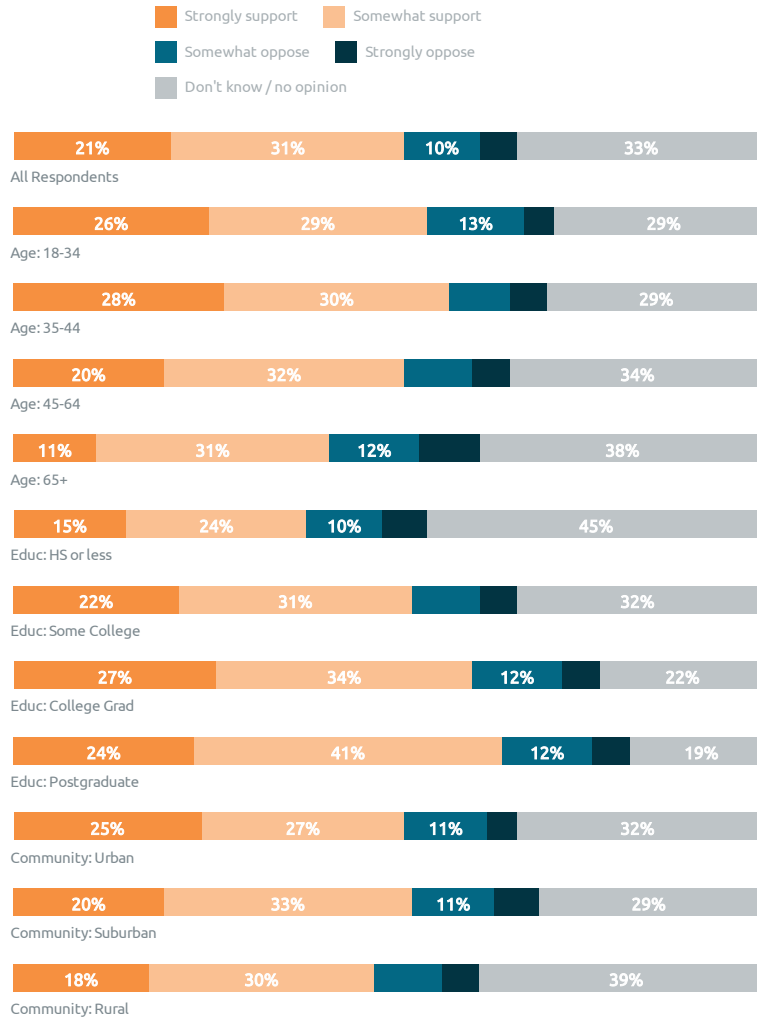
Voters are generally aware of short-term rental services, though have not personally participated

Have you ever stayed overnight in a private residence that you booked using an online service like VRBO, HomeAway, or Airbnb?

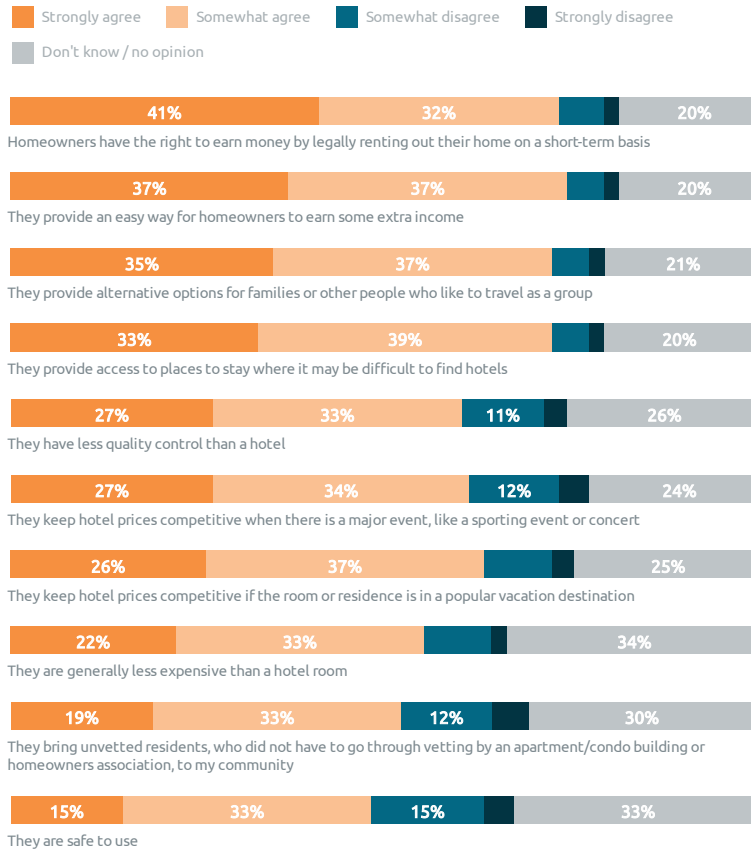


And, majority support these services operating legally in their local area

Do you support or oppose allowing online, short-term rental platforms, such as VRBO, HomeAway, and Airbnb to legally operate in your area?

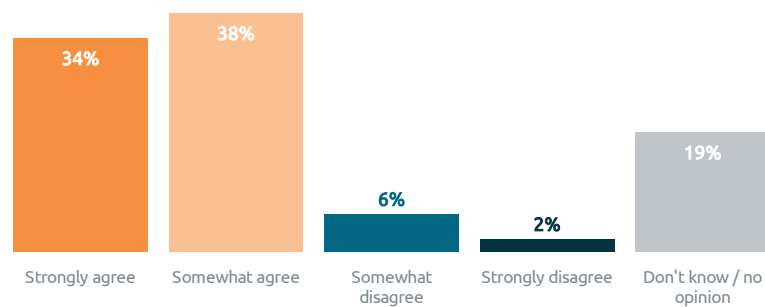


3 in 4 voters say homeowners have the right to earn money by legally renting their dwelling on a short-term basis



...While consumer benefits of short-term rental services are also widely recognized

Do you think renting a whole-home vacation rental for family/group trips is an important accommodations option worth protecting?



GOVERNMENT INVOLVEMENT IN SHORT-TERM RENTAL SERVICES

Voters are divided on the fairness of local housing laws that restrict short-term access

Below are some examples of local housing laws and regulations related to online short-term rental listings. Do you think each of the following policies are fair or unfair?

■ Very fair
 ■ Somewhat fair
 ■ Somewhat unfair
 ■ Very unfair
■ Don't know / no opinion



A homeowner must register with the city if they choose to rent out their house or apartment to a visitor through an intermediary platform like Airbnb, VRBO and HomeAway



A city can require homeowners follow the same rules as large hotel companies such as installing ramps, pool lifts, and more



Residents in a community can petition their city to have short-term rentals banned



A homeowner must pay a hotel or tourist tax if they choose to rent out their house or apartment to a visitor



A homeowner cannot legally rent out their house or apartment for more than 90 days



A city can place a cap on the number of legal short-term rental listings allowed



Unless the homeowner also lives there, they cannot legally rent out their house or apartment for less than 30 days

...And are also divided on the regulatory atmosphere generally

Generally, do you think there should be more, less or about the same amount of regulations placed on each of the following?

■ More regulations
 ■ Fewer regulations
 ■ About the same number of regulations
■ Don't know / no opinion



Online ride-sharing services



Online food delivery services



Online short-term rentals

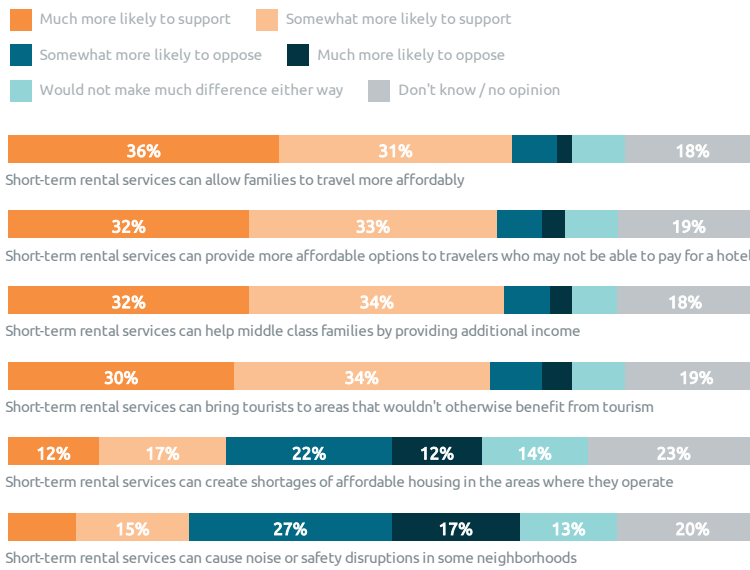


Online task-sharing services such as hiring someone to clean your home or walk your dog

MESSAGE EFFICACY

Messages related to the affordability of short-term rental services, as well as their ability to provide homeowners with extra income, are most effective in garnering support

If you were told the following, would that make you more likely to support, more likely to oppose allowing short-term rental platforms to legally operate in your area?



After messaging, support for legal operation of short-term rental services jumps 11-points

Now, having thought about this more, do you support or oppose allowing online, short-term rental platforms, such as VRBO, HomeAway, and AirBnB to legally operate in your area?

