



To: Interested Parties

Date: November 4th, 2015

Re: Attitudes of Voters in Seattle towards Airbnb and short-term rentals.

A recent survey of 400 Seattle voters, conducted by David Binder Research, revealed that voters support Airbnb and want it to operate in their city. They overwhelmingly believe it is good for Seattle and they reject proposals to restrict families' ability to use Airbnb to rent out their homes on a short-term basis. Further, Airbnb users are substantially more likely to get involved politically on this issue.

ATTITUDES TOWARDS AIRBNB

1. Voters are overwhelmingly favorable towards Airbnb.

Voters are nearly six times as likely to say they have a favorable impression of Airbnb as they are to say they have an unfavorable impression. There are very few voters who have a negative impression of Airbnb.

Favorability towards Airbnb

Please indicate your opinion of Airbnb.

	Favorable	Unfavorable	No Opinion / Not Familiar	Net Favorable
Very	22%	2%	--	+20
Somewhat	24	6	--	+18
Total	46	8	46	+38



2. Voters want Airbnb to be able to legally operate in Seattle.

After being given a short neutral explanation of what Airbnb is, an overwhelming proportion of voters want Airbnb to be able to operate legally in Seattle. Four of five (81%) voters say that they want Airbnb to be able to legally operate in Seattle, while only one in ten (10%) say they oppose Airbnb being able to operate in Seattle.

Support for Airbnb Operating in Seattle

Airbnb is a website which allows people to rent out their living spaces to visitors looking for a place to stay. Whether it is a single room, apartment, or house, people can post online that their living space is available to rent for a fee. People who are traveling can look at the website to find available living places at their destination. Do you support or oppose allowing Airbnb to legally operate in Seattle?

	Support	Oppose	Don't Know	Net Support
Strongly	38	2		+36
Somewhat	43	8		+35
Total	81	10	9	+71

3. Voters overwhelmingly think Airbnb is good for Seattle.

Most voters say that Airbnb is good for Seattle, and one in three say it is very good. In fact, more than three times as many voters say that Airbnb is very good for Seattle than the total proportion who believe it could be bad for Seattle.

Impact of Airbnb on Seattle

Do you think that Airbnb is good for Seattle, or bad for Seattle?

	Good	Bad	Don't Know	Net Support
Very	32	2		+30
Somewhat	46	8		+38
Total	78	10	12	+68

ATTITUDES TOWARDS LEGISLATION RESTRICTING AIRBNB

4. Voters reject limits on use of Airbnb.

Most Seattle voters say that they oppose legislation that would restrict middle class families' right to use Airbnb to rent out their homes on a short-term basis. Only one in ten (10%) strongly support it, while more than one in three (32%) voters of Seattle strongly oppose this legislation.

Support for Legislation Restricting Airbnb

<i>Some cities have proposed legislation that would restrict middle class families' right to use Airbnb to rent out their own home on a short-term basis. Would you support or oppose this type of legislation in Seattle?</i>				
	Support	Oppose	Don't Know	Net Oppose
Strongly	10	32		+22
Somewhat	22	26		+4
Total	32	58	10	+26

5. Airbnb users are much more likely to take action on legislation placing limits on Airbnb use.

Similarly, Airbnb users say they are very likely to take political action if this issue is raised. Most (70%) say they are likely to do something like signing a petition or contacting an elected official. Nearly two in five (39%) say they are very likely to take action. This is almost two times as many as the proportion of non-users who say they are very likely to take action (22%).

Likelihood of Action on Legislation Restricting Airbnb

<i>If there were legislation that would restrict middle class families' right to use Airbnb to rent out their own home on a short-term basis, how likely would you be to take action on the issue by doing something like signing a petition or contacting an elected official?</i>			
	All Voters	Airbnb Users	Non-Airbnb Users
Very Likely	25	39	22
Somewhat Likely	31	31	31
Just Slightly Likely	22	19	23
Not At All Likely	15	7	17
Total Likely (Very/Somewhat)	56	70	53

METHODOLOGY

A citywide survey was conducted from October 17th to 30th, 2015 with a representative sample of 400 voters who are registered in Seattle. The margin of error is 4.9%. The survey was conducted online, and respondents were screened for voter registration and location of residence. The sample is demographically representative of all registered voters living in Seattle. This survey represents the broadest representation of residents of Seattle all ages, ethnicities, geographies, and other demographic groups.