



MEMORANDUM

TO: INTERESTED PARTIES

FROM: DAVID LEE & TONY FABRIZIO

RE: FLORIDA STATEWIDE VOTER SURVEY RESULTS

DATE: MARCH 29, 2017

✓ **There is overwhelming support for allowing Floridians to rent out their homes through Airbnb.**

By a 4-to-1 margin, Florida voters support allowing Florida residents to rent out their homes through Airbnb. Overall, 80% support and only 20% oppose. Support is widespread, as more than 75% of all partisan and regional groups support Florida residents using Airbnb.

As you may know, Airbnb is a website which allows people to rent their living spaces to visitors looking for a place to stay. Whether it is a single room or entire home, people can post online that their living space is available to rent for a fee. For this survey, we'll refer to people who rent out their homes as hosts, and we'll refer to the people they are renting to as guests. Do you support or oppose allowing Florida residents to rent out their homes through Airbnb?

	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Support	80%	78%	81%	81%	83%	81%	78%
Oppose	20%	22%	19%	19%	17%	19%	22%
NET Support	+60	+56	+62	+62	+66	+62	+56

✓ **Most Florida voters believe residents renting homes via Airbnb is good for the state.**

52% of Florida voters think Florida residents renting their homes through Airbnb is good for the state, compared to only 13% who believe it is bad for the state. The belief that Airbnb is good for Florida is strong throughout the state, but is even slightly higher with Democrats and those in the northern part of the state.

Overall, do you think Florida residents renting out their homes through Airbnb is...

	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Good for FL	52%	49%	54%	52%	56%	51%	51%
Neutral	35%	35%	34%	36%	34%	36%	34%
Bad for FL	13%	16%	11%	12%	11%	12%	16%
NET Good	+39	+33	+43	+40	+45	+39	+35

✓ **An elected official who strongly supports home owners renting to travelers is more likely to be supported by Florida voters than not supported.**

Pluralities of voters indicate that an official’s support for home owners renting their private homes would not impact their vote either way. However, among those voters whose support would be impacted, an elected official who strongly supports allowing private home owners to rent their homes or spaces in their homes to travelers would be more likely to be supported by a 24-point margin. This positive impact cuts across all partisan and regional breaks, further emphasizing the case for supporting policies beneficial to home owners renting to travelers.

Would you be more likely or less likely to support an elected official who strongly supports allowing private home owners to rent their homes or spaces in their homes to travelers?

	Overall	Republicans	Democrats	Ind/Other	North	Central	South
More Likely to Support	39%	37%	41%	40%	41%	40%	37%
No Impact	46%	47%	45%	46%	46%	46%	46%
Less Likely to Support	15%	16%	14%	14%	13%	14%	16%
NET More	+24	+21	+27	+26	+28	+26	+21

✓ **Nearly three-quarters of Florida voters favor Airbnb collecting the existing tourist development tax on each short-term rental with the state then distributing those tax revenues to the communities where the rental occurred.**

This proposal would result in \$20 million dollars in tax revenue for local Florida communities. Overall the proposal is supported by a 48-point margin with 74% in favor and just 26% opposing. Support for the proposal is strong across all political parties and regions of the state.

A proposal that requires Airbnb to collect the existing tourist development tax on the price paid for each short-term rental in the state, with the state then distributing those tax revenues to the local communities where the rental occurred. This would result in \$20 million dollars in tax revenue for local Florida communities.

	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Favor	74%	74%	76%	70%	68%	76%	74%
Oppose	26%	26%	24%	30%	32%	24%	26%
NET Favor	+48	+48	+52	+40	+36	+52	+48

✓ **There is strong support from Florida voters for a proposal that would streamline the process for registering short-term rental properties by creating a single-stop statewide registration procedure and preempt local governments from adding additional registration requirements.**

Overall nearly three in four (73%) support this proposal. And support remains consistently strong across party lines. Support for this proposal is strong in all regions of the state but it is especially strong in the Central part of the state where it is favored by a 52-point margin.

<i>A proposal that would streamline the process for registering short term rental properties by creating a single-stop statewide registration procedure and preempt local governments from adding additional registration requirements.</i>							
	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Favor	73%	73%	74%	73%	70%	76%	72%
Oppose	27%	27%	26%	27%	30%	24%	28%
NET Favor	+46	+46	+48	+46	+40	+52	+44

✓ **Two-thirds of Florida voters favor requiring Homeowners’ Associations and Condo Boards to allow owners or tenants to conduct short-term rentals.**

Statewide support for this proposal is nearly twice as high as the opposition with 66% favoring it and just 34% opposing. The proposal enjoys strong support regardless of your political party. Support is also strong across all three major regions of the state but is strongest in the north and central regions of the state.

<i>A proposal to require Homeowners' Associations and condo boards to allow owners or tenants to conduct short term rentals.</i>							
	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Favor	66%	65%	66%	67%	71%	67%	63%
Oppose	34%	35%	34%	33%	29%	33%	37%
NET Favor	+32	+30	+32	+34	+42	+34	+26

✓ **A large majority of Florida voters favor changing a provision in state law to allow local governments to remove existing restrictions on short-term rentals, but prevents local governments from imposing new restrictions on them.**

Sixty-four percent (64%) of Florida voters favor this proposal with just thirty-six percent (36%) opposing. The strong positive support for the proposal cuts across all partisan and regional breaks with support between sixty-three (63%) and sixty-five percent (65%) regardless of party or region.

<i>A proposal to change a provision in state law to allow local governments to remove existing restrictions on short-term rentals, but preserve the provision in state law that prevents local governments from imposing new restrictions on short-term rentals.</i>							
	Overall	Republicans	Democrats	Ind/Other	North	Central	South
Favor	64%	63%	64%	65%	65%	64%	64%
Oppose	36%	37%	36%	35%	35%	36%	36%
NET Favor	+28	+26	+28	+30	+30	+28	+28

METHODOLOGY: N=1,200 registered voters were surveyed statewide throughout Florida from March 9-12, 2017. Interviews were stratified into proportionate units based on the number of registered voters in each area. Interviews were conducted online from a statewide representative panel. The survey was offered in both English and Spanish. The margin of sampling error for N=1,200 registered voters is $\pm 2.8\%$ at the 95% confidence interval.

Key Demographics:

PARTY	
Democrat	38
Republican	35
Independent	26
Something else	1

AGE	
18-34	23
35-44	14
45-54	17
55-64	18
65+	28

RACE/ETHNICITY	
White or Caucasian	65
African American/Black	13
Hispanic	17
Asian or Pacific Islander	3
Other	2

GENDER	
Male	46
Female	54

DMA	
Tampa/St. Pete DMA	24
Orlando/Daytona DMA	21
Miami/Ft. Lauderdale DMA	20
West Palm Beach DMA	10
Jacksonville DMA	9
Ft. Myers/Naples DMA	6
Mobile/Pensacola DMA	4
Tallahassee DMA	3
Gainesville DMA	2
Panama City DMA	2