



Michigan Restaurant and Lodging Association Survey
N = 400 registered voters
Topline Results
Jun 24-27, 2021

QBOOKED1. Have you ever booked a stay with an online company such as Airbnb or VRBO that lets people rent their homes or rooms in their home?

Yes	34%
No	66

QBOOKED2. Have you ever rented out your home, apartment, or spare room through an online company such as Airbnb or VRBO?

Yes	12%
No	88

QRENTAL. If your neighbor sold their home to an investor who turned the home into an Airbnb or vacation rental would you feel...

Safer than you do today	8%
Less safe than you do today	34
No difference in how safe you'd feel	58

Next you will read a few ways that short-term rentals, like Airbnb for example, can be regulated. Please indicate which of the following ways of setting rules and regulations you prefer...

QRULES1. On the subject of short-term rentals in your community... please indicate who you think should set rules and regulations governing how they operate when it comes to things like where they are located, parking, hours of operation, or number of people who can stay in a short-term rental... (ROTATE CODES 1 & 2)

The State government should set rules and regulations.	21%
The Local city, township or county government should set rules and regulations.	79

QRULES2. And please indicate which of the following comes closest to your opinion... (ROTATE CODES 1 & 2)

We need one set of rules for all neighborhoods across Michigan.	26%
Local communities should be allowed to set their own rules because each is different and may want different things.	74

QLEGISLATIONPRE. The Michigan legislature is considering two very different pieces of legislation to deal with the rapid growth of short-term rentals like Airbnb and VRBO. One approach would simply take away the power of local governments to control short-term rentals like Airbnb and VRBO. The alternative approach seeks to create a level playing field by holding short term rentals to the same safety and marketing standards as hotels, while allowing local governments to continue to control short term rentals, but not outright ban them.

Please indicate if you support or oppose legislation that would take away local governments ability to control and regulate short-term rentals.

Strongly support legislation that would take away local control.	10%
Somewhat support legislation that would take away local control.	19
Somewhat oppose legislation that would take away local control.	34
Strongly oppose legislation that would take away local control.	36

COLLAPSED CODES:

Support	30%
Oppose	70

QCONTROLPRE. Please indicate if you support or oppose legislation that prevents local government from banning short term rentals, but allows local governments to continue to control them. This legislation also creates a more level regulatory playing field between short term rentals and hotels.

Strongly support legislation that would create parity and allow for local control.	29%
Somewhat support legislation that would create parity and allow for local control.	43
Somewhat oppose legislation that would create parity and allow for local control.	19
Strongly oppose legislation that would create parity and allow for local control.	9

COLLAPSED CODES:

Support	72%
Oppose	28

Next you will read statements related to people and companies that rent out apartments or houses on a short-term, sometimes nightly, basis on rental sites like Airbnb or VRBO. Please indicate if you agree or disagree with each of the following statements.

<i>Ranked by % Agree</i>	Strongly agree	Smwt agree	Smwt disagree	Strongly disagree	COLLAPSED	
					Agree	Disagree
QMESS2. People in my neighborhood or building who rent their house, condo or apartment on a short-term basis on sites like Airbnb should have to register with the city or township for safety and security reasons.	54%	36	7	4	90%	10
QMESS1. Local governments in Michigan are better equipped to protect their neighborhoods from the negative impact of short-term rentals, like out-of-control parties, criminal activity and other community impacts, than the state government in Lansing.	42%	40	15	3	82%	18
QMESS3. When large real estate companies buy up multiple homes, condos or apartments to rent out as hotels, it drives up rent and housing costs; pushing out teachers, police officers, firefighters, and service workers.	34%	43	17	5	77%	23
QMESS4. Having unregulated rentals that change hands every night makes our neighborhoods less safe.	30%	44	20	6	74%	26

QCONCERN. The same legislation that would take away the power of local governments to control short-term rentals that is being considered in Michigan was enacted in Arizona in 2016. After the law was passed, commercial investors and companies bought up homes to convert to Airbnb's, which led to increased housing costs, more crime, and fewer available homes for local residents and workers.

Please indicate how concerned you are that what happened in Arizona would happen in Michigan if the same legislation was enacted.

Very concerned	45%
Somewhat concerned	44
Not too concerned	8
Not at all concerned	4

COLLAPSED CODES:

Very/Somewhat	89%
Not too/Not at all	11

QLEGISLATIONPOST. Now that you have read more, please indicate if you support or oppose legislation that would take away local governments' ability to control and regulate short-term rentals.

	<u>LATE</u>	<u>EARLY</u>
Strongly support legislation that would take away local control.	9%	10%
Somewhat support legislation that would take away local control.	21	19
Somewhat oppose legislation that would take away local control.	35	34
Strongly oppose legislation that would take away local control.	34	36

COLLAPSED CODES:

Support	31%	30%
Oppose	69	70

QCONTROLPOST. Now that you have read more, please indicate if you support or oppose legislation that prevents local government from banning short term rentals, but allows local governments to continue to control them. This legislation also creates a more level regulatory playing field between short term rentals and hotels.

	<u>LATE</u>	<u>EARLY</u>
Strongly support legislation that would create parity and allow for local control.	29%	29%
Somewhat support legislation that would create parity and allow for local control.	42	43
Somewhat oppose legislation that would create parity and allow for local control.	20	19
Strongly oppose legislation that would create parity and allow for local control.	9	9

COLLAPSED CODES:

Support	71%	72%
Oppose	29	28

On the subject of short-term rentals in your community...

QTAX1. Please indicate which of the following comes closest to your opinion... (ROTATE CODES 1 & 2)

Michigan should pass legislation that treats short term rental properties the same as hotels when it comes to how they are taxed.	70%
Short-term rental properties in Michigan should continue to go untaxed.	30

Next you will read two statements dealing with legislation that would move to treat short term rental properties the same as hotels when it comes to the taxes they pay. Please indicate if you agree or disagree with each of the following statements.

QLEVEL. The Michigan State Legislature needs to ensure that there is a level playing field between hotels and short-term rental properties. Hotels are paying their fair share of taxes at both the state and local level, while these rental properties continue to go untaxed.

Strongly agree	40%
Somewhat agree	37
Somewhat disagree	18
Strongly disagree	5

COLLAPSED CODES:

Agree	77%
Disagree	23

QRISK2. Out of state companies are buying homes in Michigan communities and operating them as year-round rentals, just like a hotel. We should have a registry of these rentals and the companies should have to pay the same taxes that hotels do to support the local communities.

Strongly agree	54%
Somewhat agree	34
Somewhat disagree	10
Strongly disagree	3

COLLAPSED CODES:

Agree	88%
Disagree	12

QTAX2. Now that you have read more, please indicate which of the following comes closest to your opinion... (ROTATE CODES 1 & 2)

	<u>LATE</u>	<u>EARLY</u>
Michigan should pass legislation that treats short term rental properties the same as hotels when it comes to how they are taxed.	79%	70%
Short-term rental properties in Michigan should continue to go untaxed.	21	30

QEXEMPT. Some people have suggested that when it comes to taxing and restricting short term rental properties, people who rent out their own home or a single lake home or cottage should be exempt from most state and local restrictions and should not have to pay taxes like a hotel. But they also believe that companies who are buying up large numbers of properties for the purpose of turning them into short-term rentals should be required to register and pay taxes like a hotel and be subjected to local restrictions.

Please indicate which of the following statements you agree with more... (ROTATE CODES 1-3 TOP TO BOTTOM AND BOTTOM TO TOP)

We should restrict and tax all short-term rentals the same way we do hotels.	36%
We should restrict and tax companies that own and operate multiple short-term rentals the same way we do hotels, but we should exempt individual property owners from these taxes and restrictions.	54
We should not restrict or tax any short-term rental properties.	9

Now please answer just a few questions for statistical purposes...

QGVOTER. Thinking about all elections including school, local and primary elections, how many of them have you voted in over the past few years?

None of them	6%
Less than Half of them	11
About half of them	13
Most of them	29
All of them	41
Don't know	0

QPARTYID. Generally speaking, do you think of yourself as (RANDOMIZE: a Republican, a Democrat, an independent) or what?

Republican	33%
Democrat	35
Independent	25
No preference	6
Other	0

QINTENSE. Would you call yourself a strong (INSERT QPARTYID RESPONSE) or a not very strong (INSERT QPARTYID RESPONSE)?

Strong	46%
Not very strong	22
Not asked	32

QLEAN. Do you think of yourself as closer to the Republican or the Democratic Party?

Republican	9%
Democratic	9
Neither	15
Not Asked	68

PSCALE. Party Identification Scale.

Strong Democrat	24%
Weak Democrat	11
Independent Democrat	9
Independent	15
Independent Republican	9
Weak Republican	11
Strong Republican	22
Not ascertained	0

PSCALE3. COLLAPSED:

Republicans	42%
Independents	15
Democrats	44
Other	0

QIDEOTYPE. Generally speaking, please indicate which political ideology you think best represents your views.

Socialist	1%
Progressive	5
Liberal	14
Environmentalism	3
Center left	5
Moderate	32
Center right	3
Conservative	20
Libertarian	4
Tea Party Conservative	1
Trump Conservative	13

COLLAPSED CODES:

Liberal	27%
Conservative	41

QPRESBALLOT. And for whom did you vote in the last Presidential Election?

Donald Trump	42%
Joe Biden	47
Someone Else	2
Did not vote	6
Prefer Not to Answer	3

QINCOME. Which of the following income groups includes your TOTAL FAMILY INCOME in 2020 before taxes?

Up to \$20,000 [19,999]	11%
\$20,000-\$30,000 [29,999]	16
\$30,000-\$40,000 [39,999]	11
\$40,000-\$50,000 [49,999]	11
\$50,000-\$75,000 [74,999]	21
\$75,000-\$100,000 [99,999]	15
\$100,000-\$125,000 [124,999]	6
\$125,000-\$150,000 [149,999]	4
\$150,000-\$250,000 [249,999]	3
More than \$250,000	0

COLLAPSED CODES:

Under \$75k	72%
\$75k+	28

QEDOFR. What is the last grade of school you completed?

Graduated high school or less [Grade 12]	26%
Some College	27
Vocational school/Technical school	6
2 Year Associates Degree	8
4 year Bachelor's Degree	19
Post-graduate degree [e.g. MA, MBA, LLD PhD]	12

COLLAPSED CODES:

No college degree	60%
College degree +	40

QURBAN. How would you describe the area in which you live -- do you live in a large city, in a smaller city, in a suburban area outside a city, in a small town, or in a rural area?

Large city	12%
Smaller city	16
Suburban area outside a large city	39
In small town	11
Rural area	22

COLLAPSED CODES:

Urban/Suburban	68%
Small town/Rural	32

QSEX. What is your gender?

Male	47%
Female	53

QAGECODE6. And for statistical purposes only, would you please indicate which of the following age groups you belong to?

18-24	7%
25-34	16
35-44	17
45-54	16
55-64	18
65 or older	26

QRACE. And again, for statistical purposes only, which of the following best describes your racial or ethnic heritage?

White	84%
African American / Black	10
Hispanic / Spanish American / Latino	3
Asian / Pacific Islander	1
Native American	0
Other	1

DMACODE. Media Market (DMA - from sample).

Detroit	47%
Flint-Saginaw-Bay City	12
Traverse City-Cadillac	7
Toledo	0
Lansing	7
Marquette	3
Grand Rapids-Kalamazoo-Battle Creek	20
Alpena	1
South Bend-Elkhart	3
Green Bay-Appleton	0
Duluth-Superior	0
