

Monterey County, CA Vacation Rental Survey

June 26 - 27, 2014

**N = 457
MOE = 4.58**

Executive Summary

Littlefield Consulting was retained to conduct a public opinion survey of likely voters in Monterey, CA. The survey was put into the field on Wednesday, June 25, 2014. The survey was completed on Thursday, June 26, 2014.

866 voters answered Q1, and 446 voters answered Q10 - the last question. N = 457 is based on the number of voters that answered Q09. The margin of error (MOE) is based on a Monterey County eligible voter population of 164,032 registered voters and N = 457. The MOE is +/- 4.58 and the confidence level is 95%.

The survey highlights include the following:

- Only 33% of respondents think the County is on the right track
- 73% of respondents think vacation rentals are important to the local economy
- 68% of respondents think vacation rentals should be legal in Monterey County

There was an oversampling of women and older voters. Once weighted, the results on the final question about regulating vacation rentals were:

Q9. Would you support or oppose a Monterey County ordinance making traditional short-term rentals legal, but regulated under a reasonable registration process for each short-term rental in any area of the County?

Support	68%
Oppose	23%
Unsure	9%

For more information or full complete cross tabs, please contact Mark Littlefield at Mark@MarkLittlefield.com.

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Q1. Hello. This is Southwest Voter Research with a quick eight-question survey about important issues in Monterey County.

If you are 18 years of age or older, registered to vote in the Monterey County and likely to vote, press 1 on your telephone now.

Yes 100%

Q2. If you are female, press 1 on your telephone now. If you are male, press 2 on your telephone now.

Female 63%

Male 37%

Q3. Do you think the Monterey County Board of Supervisors has the county on the right track or the wrong track?

Right Track 33%

Wrong Track 42%

Unsure 22%

Q4. Traditional short-term rentals are furnished homes that are rented for a few days up to 30 days to visitors to Monterey County. Short-term rentals provide more than \$150 million dollars in economic impact to Monterey County. Do you think short-term rentals and the visitors they serve are important to Monterey County's economy?

Important 73%

Not Important 19%

Unsure 8%

Q5. Have you ever rented your home or another property you own as a short-term rental or do you know someone that rents his or her home or other property they own as a short-term rental?

Yes 24%

No 72%

Unsure 4%

Q6. Are you aware that the Monterey County Board of Supervisors is discussing a highly restrictive ordinance, including a lengthy licensure process and registration fees in the thousands of dollars that could force many short-term rental companies to go out of business, thus costing the County hotel taxes and needed economic impact?

Favor Heavy Restrictions 28%

No Registrations 59%

Unsure 13%

Q7. Now, I am going to read some statements about short-term rentals. Some people say a traditional short-term rental regulation ban will not be effective and will hurt Monterey's economy. Other people say a highly restrictive ordinance would cause short-term rentals to close or to move underground and away from County regulators and result in a loss of tax payments and tourism dollars.

Having heard these statements let me ask you – do you think short-term rentals in Monterey County should be highly restricted or should they be allowed to operate and to register, pay taxes, and comply with County regulations?

Favor Highly Restricted 25%

Allow to Operate 65%

Unsure 10%

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Q8. Some people in Monterey County think short-term rentals in Monterey County are negative and should be constrained in many or all parts of the County. Other people think short-term rentals are essential to Monterey County's economy and that short-term rentals should BE ALLOWED register with the County to insure occupancy taxes are paid, RULES ARE MADE CLEAR and THAT short-term rental owners that are not compliant can have their registration revoked.

Having heard these statements let me ask you again – do you think short-term rentals in Monterey County should be constrained or allowed to register, pay taxes, and fall under County regulations.

Favor Highly Restricted 28%
Allow to Operate 62%
Unsure 10%

Q9. Would you support or oppose a Monterey County ordinance making traditional short-term rentals legal, but regulated under a reasonable registration process for each short-term rental in any area of the County?

Support 68%
Oppose 23%
Unsure 9%

Q11. For demographic purposes - how old are you?

Over 65 60%
50 to 64 28%
40 to 49. 9%
Under 40 3%