

August 14-21, 2023

412 Respondents (375 Weighted)

18 Landline Respondents (18 Weighted), 182 Wireless Respondents (185 Weighted)

212 Online Respondents (173 Weighted)

Margin of error: ± 5.1 percentage points

National Association of REALTORS®
 MI - Park Township Short Term Rentals
 Frequencies (% responding)

Q.2 First of all, are you registered to vote in Park Township?

(IF NO) I'm sorry. Is there a registered Park Township voter available I can speak to?

| | Total |
|----------------|--------------|
| Yes | 100 |
| No (TERMINATE) | - |

Q.3 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

| | Total |
|--------|--------------|
| Male | 49 |
| Female | 51 |

Q.4 Overall, how would you describe the quality of life in Park Township - (ROTATE FIRST TO LAST, LAST TO FIRST) excellent, good, just fair, or poor?

| | Total |
|-----------------------|--------------|
| Excellent | 52 |
| Good | 42 |
| Just fair | 5 |
| Poor | 0 |
| (Don't know/refused) | 0 |
| Excellent/Good | 94 |
| Just fair/Poor | 5 |

Q.5 How important do you believe the local tourism and hospitality businesses are to Park Township and the Holland area's overall economy -- would you say they are (ROTATE FIRST TO LAST AND LAST TO FIRST) very important, somewhat important, not very important, or not important at all?

| | |
|-----------------------------------|--------------|
| | Total |
| Very important | 63 |
| Somewhat important | 32 |
| Not very important | 4 |
| Not important at all | 1 |
| (Don't know/refused) | - |
| Very/Somewhat important | 95 |
| Not very/Not all important | 5 |

Q.6 Okay. Now I'm going to read you the names of some people AND ORGANIZATIONS, and I'd like you to rate your feelings toward each one as very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have no opinion or have never heard of that person OR ORGANIZATION, please say so.

(READ BELOW) Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of (READ BELOW)?

(IF DON'T KNOW) Would you say you are unable to give an opinion of (READ BELOW) or have you never heard of (READ BELOW)?

(RANDOMIZE)

| | Very Fav | Smw Fav | Smw Unfav | Very Unfav | (No Opin/ Ntrl) | (Never heard of) | (Dk/ Ref) | Total Fav | Total Unfav | Net |
|---|-----------------|----------------|------------------|-------------------|------------------------|-------------------------|------------------|------------------|--------------------|------------|
| A. Local real estate offices that manage short-term or vacation rentals | 15 | 22 | 11 | 14 | 32 | 5 | 1 | 36 | 25 | 11 |
| B. Short-term or vacation rental companies, like Air B&B or VRBO | 21 | 34 | 11 | 17 | 14 | 2 | 0 | 55 | 28 | 27 |
| C. Tourists and other visitors to Park Township | 37 | 45 | 7 | 2 | 7 | 1 | 1 | 82 | 10 | 72 |
| D. Local businesses that cater to vacationers | 45 | 35 | 5 | 3 | 11 | 1 | 1 | 79 | 8 | 72 |

Q.7 Have you or your family ever rented a home, apartment, or room using a short-term or vacation rental service like AirBnB, VRBO, or a local real estate office, either in Michigan or anywhere else?

| | |
|----------------------|--------------|
| | Total |
| Yes | 74 |
| No | 26 |
| (Don't know/refused) | 0 |

Q.8 How familiar are you with the Park Township Board of Trustees' decision to ban vacation rentals from operating in Park Township? Are you (ROTATE FIRST TO LAST AND LAST TO FIRST) very familiar, somewhat familiar, not too familiar, or not familiar at all?

| | Total |
|------------------------------------|--------------|
| Very familiar | 32 |
| Somewhat familiar | 41 |
| Not too familiar | 9 |
| Not familiar at all | 18 |
| (Don't know/refused) | - |
| Very/Somewhat familiar | 73 |
| Not too/Not at all familiar | 27 |

Q.9 As you may know, the Park Township Board of Trustees recently voted to ban property owners from renting out their homes on a short-term basis to vacationers. This includes a ban on using short-term rental companies like Air B&B, VRBO, or local real estate offices or individuals to rent a property. The ban goes into effect in October of this year.

Overall, do you (ROTATE) favor or oppose the Board of Trustees' decision to ban residential property owners from renting out their property as vacation rentals for short-term stays?

(FOLLOW UP) Is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

| | Total |
|-----------------------------------|--------------|
| Strongly favor | 23 |
| Somewhat favor | 14 |
| Somewhat oppose | 22 |
| Strongly oppose | 36 |
| (Don't know/refused) | 6 |
| Total Favor | 36 |
| Total Oppose | 58 |
| Total Favor - Total Oppose | -22 |

Q.10 Still thinking about short-term and vacation rentals in Park Township, would you (ROTATE) favor or oppose a different policy that would allow some residential property owners to rent their home for short-term stays, but would also limit the total number of vacation rental units allowed in Park Township?

(FOLLOW UP) Is that strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE?

| | Total |
|-----------------------------------|--------------|
| Strongly favor | 25 |
| Somewhat favor | 38 |
| Somewhat oppose | 12 |
| Strongly oppose | 18 |
| (Don't know/refused) | 7 |
| Total Favor | 64 |
| Total Oppose | 30 |
| Total Favor - Total Oppose | 34 |

Q.11 Are you aware of any properties in your neighborhood that are rented out on a short-term basis to vacationers?

(IF YES) And have you had any issues or problems related to the short-term and vacation rentals in your neighborhood?

| | Total |
|----------------------|--------------|
| Yes, Problems | 17 |
| Yes, No Problems | 34 |
| No | 50 |
| (Don't know/refused) | - |

Q.12 In what year were you born? (DON'T KNOW/REFUSED = 0000)

| | Total |
|----------------------|--------------|
| 18-29 | 6 |
| 30-39 | 15 |
| 40-49 | 15 |
| 50-64 | 28 |
| 65+ | 32 |
| (Don't know/refused) | 4 |

Q.13 What is the last year of schooling that you have completed? (DO NOT READ LIST)

| | Total |
|-------------------------|--------------|
| 1st - 11th grade | 0 |
| High school graduate | 8 |
| Non-college post H.S. | 3 |
| Some college | 23 |
| College graduate | 34 |
| Post-graduate school | 29 |
| (Don't know/refused) | 3 |
| H.S. or less | 8 |
| Post H.S. | 26 |
| College Graduate | 63 |
| Not College | 34 |

(FOLLOWING VARIABLES NOT ASKED OF RESPONDENT)

(203 respondents)

Phone line type

| | Total |
|----------|--------------|
| Wireless | 91 |
| Landline | 9 |

Mode

| | Total |
|--------|--------------|
| Phone | 54 |
| Online | 46 |

Mode Detail

| | Total |
|----------|--------------|
| Wireless | 49 |
| Landline | 5 |
| Online | 46 |

Survey Methodology

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 412 adults (375 weighted) adults, age 18 or older, who indicated they were registered to vote in Park Township, Michigan. The survey was conducted August 14-21, 2023.

Forty-nine percent of respondents were reached on wireless phones and five percent on VOIP/landlines. Forty-six percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of Park Township, Michigan, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 5.1%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.