



## JERSEY CITY RESEARCH SUMMARY

Last week, the Jersey City short-term rental community -- backed by Airbnb -- launched a referendum campaign to challenge a new ordinance, passed by the Jersey City Council, that will severely restrict local residents' ability to share their properties as short-term rentals.

Recently completed research<sup>1</sup> by [Expedition Strategies](#) -- a progressive, nationwide strategic polling firm -- indicates that **a majority of Jersey City voters (63%) support allowing residents in their city to rent out their property through Airbnb as well as in their own neighborhood (62%).**

*As you may know, Airbnb is a way for private individuals to let out or rent rooms on a short-term basis. It is used by travelers worldwide who are looking for a place to stay. Whether a single room or entire property, users can create a listing online of the available space they would like to rent out for a fee.*

*How do you feel about allowing residents in your city to rent out their property through Airbnb?*

Support	Oppose	Don't Know
63%	32%	6%

<sup>1</sup>Expedition Strategies conducted a telephone (landline and mobile) survey of 374 registered voters in Jersey City from June 17-20, 2019. Respondents were selected from an online panel to represent the demographic geographic composition of Jersey City. The margin of error for the survey is +/- 5.07%.

In addition, a majority of voters (54%) oppose the ordinance passed by the Jersey City Council and signed by Mayor Fulop (including 31% who strongly oppose the ordinance).

*The Jersey City Council is actively considering an ordinance that would regulate short-term rentals like Airbnb by mandating that only the home people live in could be rented out while the owner is present, and only in buildings with less than four units. Renters would be banned from listing their place out for a short term rental entirely. It would cap the annual number of days a unit could be rented out to 60 days a year. It would require a non-refundable application fee, semi-regular inspections and providing guest logs to the City upon request.*

*Thinking about this proposal do you ... it?*

Strongly Support	Somewhat Support	Strongly Oppose	Somewhat Oppose	Neutral/Don't Know
15%	24%	31%	23%	7%

When it comes to the effect of the ordinance, 41% of voters think the ordinance will reduce the use of short-term rentals in Jersey City.

In fact, a majority of voters (57%) oppose banning short-term rentals outright, which the short-term rental community reports that this ordinance could effectively do.

*Do you support banning short-term rentals in Jersey City?*

Support	Oppose	Don't Know
35%	57%	9%

An overwhelming majority of Jersey City voters say affordable housing is a problem in Jersey City (86%), but only 2% say the biggest reason for lack of affordable housing is short-term rentals like Airbnb driving up the cost of housing.

Furthermore, a majority of Jersey City voters view Airbnb favorably (52%) -- in fact, Airbnb is more popular than the Jersey City Council, which holds a 45% favorability rating.