



David Binder Research

A recent survey* conducted by David Binder Research shows that Americans nationwide support the sharing economy, support Airbnb, and want fair rules that support home sharing in their community. Americans understand the benefits of the sharing economy and want a President who embraces innovation.

Further, millennials aged 18 to 35 years old understand the benefits of the sharing economy even better, and are even more supportive of Airbnb and the sharing economy. This includes an oversample of millennials in swing states (NH, PA, VA, NC, FL, OH, WI, MI, MN, IA, CO, NV, AZ and GA).

1. Millennials are nearly one-third of eligible voters

Millennials now make up one-third of eligible voters – almost twice their share of eight years ago. In 2008, they were almost one in five voters, and today they are almost one in three voters.

<i>Percent of Eligible Voter Population[†]</i>			
	2008	2012	2016
Millennials (born 1981 to 1998)	18%	24%	31%
Generation X (born 1965 to 1980)	27	26	25
Baby Boomers (born 1946 to 1964)	35	33	31
Silent Generation + Greatest Generation (born 1945 or earlier)	20	17	13

*David Binder Research conducted an online survey of 1500 Americans from July 15th to 19th, 2016. The sample includes 500 millennials nationally (ages 18 to 35), 500 millennials in swing states (NH, PA, VA, NC, FL, OH, WI, MI, MN, IA, CO, NV, AZ and GA), and 500 older adults (ages 35+) nationally. The survey has a margin of error of 4.4% among each of these groups.

[†]Pew Research (www.pewresearch.org/fact-tank/2016/05/16/millennials-match-baby-boomers-as-largest-generation-in-u-s-electorate-but-will-they-vote/ft_16-05-13_eligiblemillennialvoters)

2. Americans support the sharing economy

Two in three Americans have a favorable impression of the sharing economy, while less than one in ten have an unfavorable impression. One in four do not have an opinion. Millennials are even more supportive, with three in four saying they have a favorable impression of the sharing economy. Less than one in ten millennials have an unfavorable opinion, and one in five do not have an opinion.

<i>Companies like Lyft, Uber, and Airbnb are sometimes described as part of the sharing economy. What is your impression of the sharing economy?</i>			
	Favorable	Unfavorable	No Opinion
Americans	67%	9%	24%
Millennials	74	8	18

3. Americans support Airbnb

Half of Americans nationwide have a favorable impression of Airbnb, while less than one in ten have an unfavorable impression. There are still 41% who do not have an opinion. Millennials are more familiar and more supportive, with most having a favorable impression.

In addition, those who are familiar with Airbnb (say they have heard quite a bit or some about Airbnb) are overwhelmingly favorable, with 84% saying they have a favorable impression and only 12% saying they have an unfavorable impression.

<i>What is your impression of Airbnb?</i>			
	Favorable	Unfavorable	No Opinion
Americans	50%	9%	41%
Millennials	58	7	35
Americans familiar with Airbnb	84	12	4

4. Americans want Airbnb to be legal

The vast majority of Americans – and even more millennials – want Airbnb to be legal where they live. Millennials in swing states are just as supportive as those nationwide.

As you may know, Airbnb is a website which allows people to rent out their living spaces to visitors looking for a place to stay. Whether it is a single room, apartment, or house, people can post online that their living space is available to rent for a fee. People who are traveling can look at the website to find available living places at their destination. Do you support or oppose allowing Airbnb to legally operate in your area?

	Support	Oppose	No Opinion
Americans	73%	13%	14%
Millennials	81	9	10
Swing State Millennials	81	9	10

5. Americans see Airbnb as a good idea

Further, Americans generally – and millennials in particular – think that Airbnb is a good idea. Two in three Americans and more than three in four millennials believe that it is a good idea.

In general, do you think this is a good idea or bad idea?

	Good Idea	Bad Idea	No Opinion
Americans	66%	14%	20%
Millennials	76	10	14
Swing State Millennials	76	10	14

6. Americans understand the benefits of Airbnb

Most Americans understand key benefits about Airbnb. Three in four Americans – and more than 80% of millennials – believe that Airbnb provides a chance to get to know people from other places.

More than two in three nationwide – including three in four millennials – recognize Airbnb as an important innovation, believe that Airbnb helps middle class families afford their homes, and brings travelers to areas that wouldn't otherwise benefit from tourism. Most also believe that Airbnb will become important to the economy in the future and that it's important to reduce carbon emissions by using home sharing services like Airbnb.

<i>Please indicate whether you agree or disagree with each of the following.</i>			
	Americans	Millennials	Swing State Millennials
Airbnb provides a chance to meet and get to know people from other places	76%	82%	81%
Airbnb is an important innovation in how people travel	69	75	74
Airbnb helps middle class families afford their homes	68	75	74
Airbnb brings tourists to areas that wouldn't otherwise benefit from tourism	68	74	73
Airbnb will become more important to the economy in the next five to ten years	62	68	65
It's important to travel in a way that reduces carbon emissions by using home sharing services like Airbnb	60	70	67

7. Innovation is critical to voters' choice for President

Voters generally – and millennials in particular – want a President who embraces innovation. More than four in five likely voters saying that it is important to them to have a President who embraces innovation. Nearly half say that it is “very important”. Innovation is even more important to millennial voters nationwide and in swing states.

How important is it to you that the candidate you support for President embraces innovation?

	Very Important	Somewhat important	Slightly Important	Not Important	Important
Likely Voters	48%	34%	11%	3%	82%
Millennial Likely Voters	52	33	10	2	85
Swing State Millennial Likely Voters	51	32	10	2	83