



David Binder Research

## SUMMARY

A recently completed survey by David Binder Research<sup>1</sup> indicates that Singaporeans support allowing short-term rentals in Singapore.

Results also indicate that Singaporeans appreciate Airbnb, and understand that it is a new model of tourism that has profound benefits for Singaporeans, including helping bring tourist dollars to neighborhoods that wouldn't otherwise see them, and helping hosts afford to stay in Singapore.

## FINDINGS

### 1. Singaporeans overwhelmingly support allowing short-term rentals to be legal.

After a brief description of short-term rentals, Singaporeans overwhelmingly support allowing Singaporeans to temporarily rent out their homes, as well as rooms in their homes.

Nearly three in four say that they support legally allowing Singaporeans to rent out houses, apartments, and single rooms to visitors looking for a place to stay temporarily. 72% say they support allowing Singaporeans to temporarily rent out their homes, with only 24% saying they have any opposition.

Further, even more (74%) say they support allowing Singaporeans to temporarily rent out rooms in their homes. Less than one in four (only 22%) have any opposition to this allowance.

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<sup>1</sup>David Binder Research conducted a survey of 600 representative Singaporeans. The survey was conducted online from January 30<sup>th</sup> to February 2<sup>nd</sup>, 2015. The survey is representative of the population of Singapore by age, gender, and ethnicity. The survey has an overall margin of error of 4.0%.

### Support for Short-Term Rentals

<i>Short-term rentals are houses, apartments, or single rooms that people can rent out to visitors who are looking for a place to stay temporarily, for a fee. Do you support or oppose legally allowing Singaporeans to temporarily rent out...</i>			
	SUPPORT	OPPOSE	DON'T KNOW
... their homes	72%	24%	4%
... rooms in their homes	74	22	4

## 2. Singaporeans believe Airbnb is a good idea.

After being introduced to a brief description of Airbnb as a “website which allows people to rent out their living spaces to visitors looking for a place to stay,” more than two in three (68%) Singaporeans conclude that Airbnb is a good idea. Less than one in five (18%) say that it is a bad idea, with the remainder unsure.

### Support for Airbnb

<i>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.</i>	
<i>Just in general, do you think this is a good idea or a bad idea?</i>	
Good idea	68%
Bad idea	18
Don't know	14

### 3. Singaporeans understand and appreciate Airbnb's model of tourism.

Results indicate that Singaporeans quickly understand how Airbnb creates a different type of tourism, which helps communities that do not always benefit from tourism. After only seeing the brief description outlined above, more than two in three (70%) say that, "Airbnb creates a new and different type of tourism." This overwhelming majority understands that Airbnb is driving innovation in the tourism industry.

Further, another 63% says that, "Airbnb brings tourism money into local communities that wouldn't otherwise see it." This means that nearly two in three understand the economic benefits that Airbnb provides for areas of Singapore that have traditionally not benefited from tourism dollars.

#### Airbnb Attributes

<i>Please indicate how well you think it describes Airbnb.</i>			
	<b>DESCRIBES</b>	<b>DOES NOT DESCRIBE</b>	<b>DON'T KNOW</b>
Airbnb creates a new and different type of tourism	70%	22%	8%
Airbnb brings tourism money into local communities that wouldn't otherwise see it	63	24	13

**4. Most Singaporeans say helping people afford to stay in Singapore is a convincing reason to support short-term rentals.**

The majority of Singaporeans (52%) say that helping people to pay their bills and afford to live in Singapore is a convincing reason to support short-term rentals. One in five say it is very convincing, and one in three say it is somewhat convincing. Only one in six (17%) say it is not convincing.

**Benefits of Airbnb**

<i>Please indicate how convincing each statement is to you personally at getting you to support short-term rentals.</i>	
Hosting short-term renters helps people pay their bills and afford to live in Singapore.	
Very Convincing	18%
Somewhat Convincing	34
Just Slightly Convincing	29
Not At All Convincing	17
Don't Know	2
<b>TOTAL CONVINCING</b>	<b>52%</b>

## METHODOLOGY

A countrywide survey was conducted from January 30<sup>th</sup> to February 2<sup>nd</sup> with a representative sample of 600 Singaporeans countrywide. The margin of error is 4.0%. This means that there is a 19 in 20 chance that the results in this survey represent all Singaporeans within 4.0%.

The survey was conducted online with a cross-section of online respondents to ensure that the sample is demographically representative of the Singaporean population. This survey represents the broadest representation of the full diversity of Singaporeans of all ages, ethnicities, geographies, and other demographic groups.

## DAVID BINDER RESEARCH

David Binder Research (DBR) is a leading research firm with thirty years of experience conducting large-scale public opinion research projects for governments, corporations, small businesses, nonprofits, political parties and campaigns, and other organizations. DBR currently conducts research for a diversity of recognized clients including President Barack Obama.