

TO: Interested Parties
 DT: 2/06/25
 RE: Washington Short-Term Rental Tax Survey

Methodology

This memo reflects the results from a statewide multi-modal survey of 700 registered voters in Washington state. The survey was conducted January 15-21, 2025 and has an overall margin of error ± 3.7 percentage points

Summary

A majority of voters oppose “raising taxes on short-term rentals by up to 10% of the total rental cost to fund affordable housing,” and strong opposition is almost 2.5 times higher than strong support.

Before any messaging:

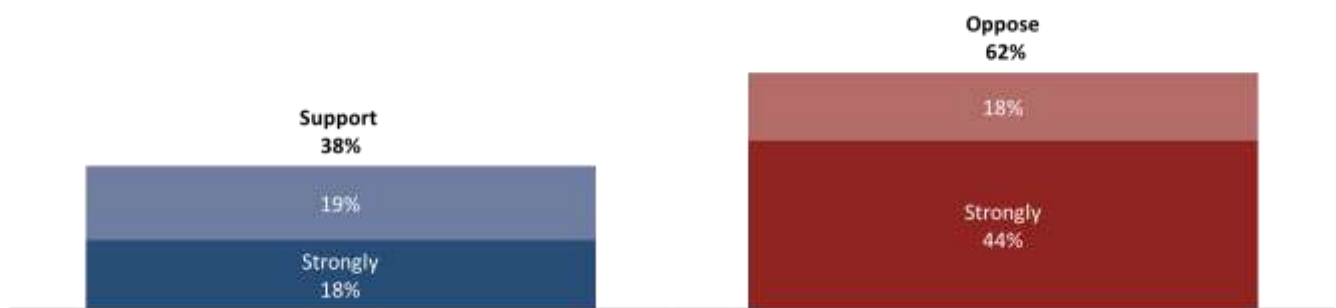
- voters are significantly more likely to say that a new short-term rental tax will have more negative consequences than positive benefits
- voters are skeptical that increasing short-term rental taxes will have a meaningful impact on housing availability or affordability
- two-thirds of Washington state voters believe “The only way to meaningfully increase affordable housing is for the state to make it easier and faster to build new housing.”
- nearly three-quarters of voters say they do not trust their local government to spend money raised from this tax responsibly

Just over half of voters say they are less likely to vote for a legislator who supports this new STR tax. Only 1-in-5 say they would be more likely to vote for a legislator who supports a new STR tax.

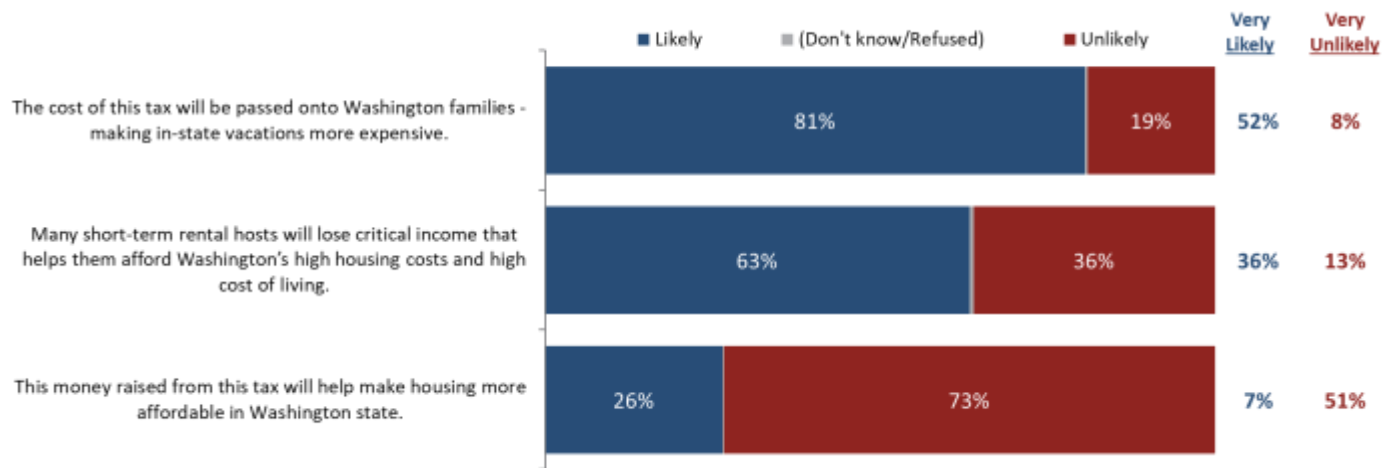
Key Findings

Prior to any messaging, a majority of voters in Washington state **oppose** “raising taxes on short-term rentals by up to 10% of the total rental cost to fund affordable housing” by a 24-point margin. Strong opposition is almost 2.5 times higher than strong support.

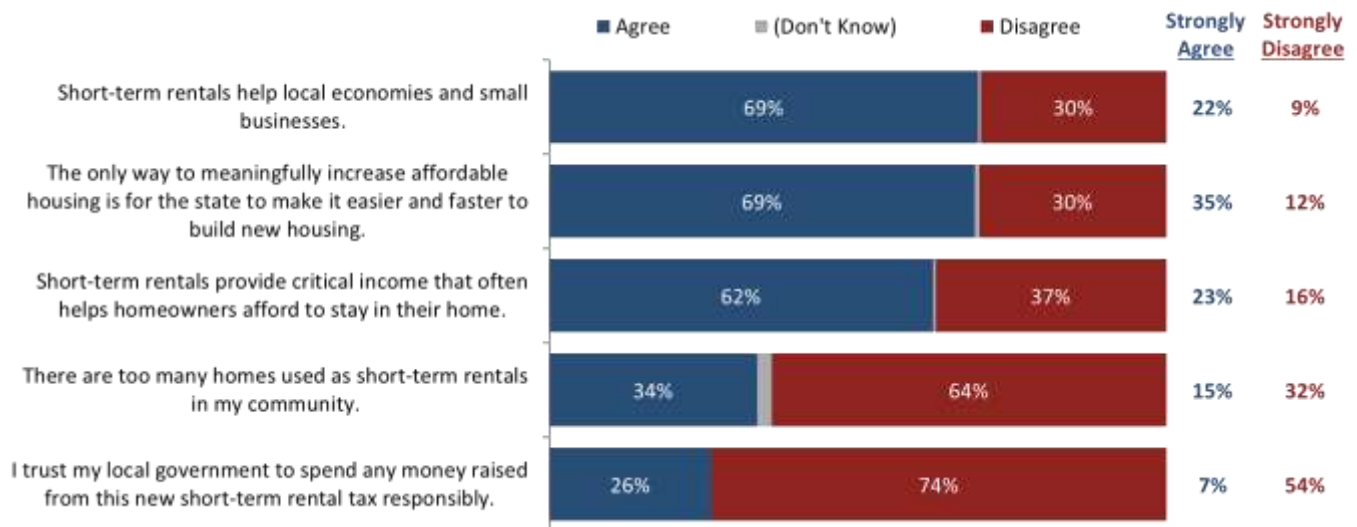
A short-term rental is a residential unit that is rented for less than 30 days in a row. Short-term rentals can be for an entire home or just a part of the home. The Washington Legislature is considering raising taxes on short-term rentals by up to 10% of the total rental cost to fund affordable housing. Corporate hotels would be exempt from this new tax.



Voters are much more likely to believe that implementing a new short-term rental tax will have negative consequences than positive benefits. Most believe this tax will be passed on to Washington families and nearly two-thirds think hosts will lose critical income. By contrast three-quarters think it is unlikely that this new tax will make housing more affordable.



Voters agree that STRs help support local economies & small businesses and that they provide critical income for homeowners. Most do not trust their local government to spend this new money responsibly.



Just over half of voters say they are less likely to vote for a legislator who supports this new STR tax. Only 1-in-5 say they would be more likely to vote for a legislator who supports the tax.