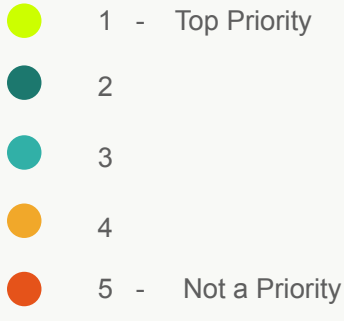


# SHORT-TERM VACATION RENTAL SURVEY

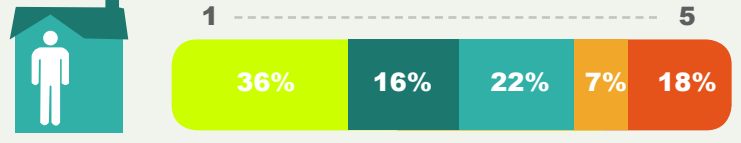
## KEY FINDING #1

PUBLIC PRIORITIES ON THIS ISSUE ARE FOCUSED MORE ON PROTECTING PROPERTY RIGHTS AND LOCAL REVENUES, WHILE RESPECTING NEIGHBOR CONCERNS ABOUT ROWDY BEHAVIOR, SAFETY, TRAFFIC AND NOISE, THAN ON THE IMPACT ON LOCAL MOTEL AND HOTEL BUSINESS.

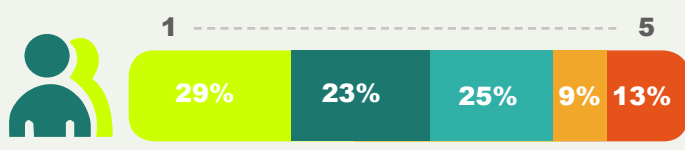
*State and local government officials are considering additional regulations of vacation home, cottage, and cabin rentals. As they do so, they will be considering the following issues. For each, please tell me how you would rank them. For example, on a scale of 1 to 5, where 1 is top priority and 5 is not a priority at all, where would you rank...*



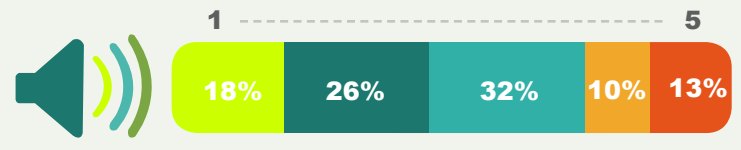
### Rights of property owners



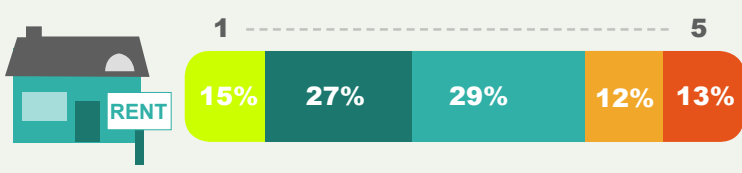
### Neighbor concerns about rowdy behavior



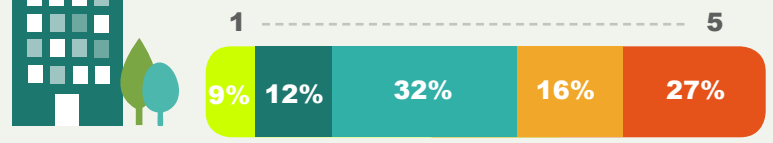
### Neighbor concerns about safety, traffic and noise



### Local tax and spending revenues generated by the rentals



### Impact on local motel and hotel businesses



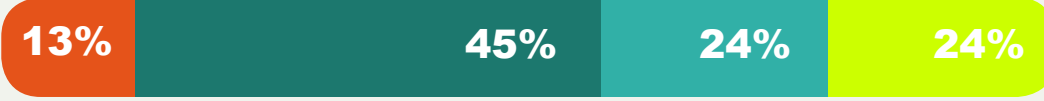
## KEY FINDING #2

ANY EFFORT – LOCAL OR STATEWIDE – TO REQUIRE THAT VACATION HOME, CABINS OR COTTAGE BE FOR MORE THAN TWO WEEKS WILL ADVERSELY AFFECT BOTH PROPERTY OWNERS AND THE 24% OF WISCONSIN ADULTS WHO CHOOSE TO VACATION IN THESE FACILITIES.

*Requiring stays of 30 days or longer is not an attempt to regulate. It is a decision to ban.*

### When you are on vacation in Wisconsin, which of following types of rental options do you prefer?

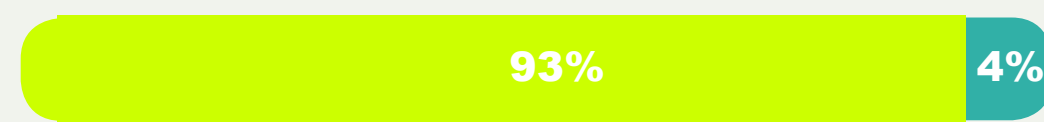
- Never Vacated in Wisconsin
- Hotel, Motel, Resort
- Outdoor Campsite
- Rental Home, Cabin or Cottage



*The total renter population represents about 1 in 4 of all Wisconsin adults.*

### When you rent a vacation home, cabin, cottage or outdoor campsite in Wisconsin, how long do you normally stay?

- Stay Less Than 2 weeks
- Longer Than 2 Weeks



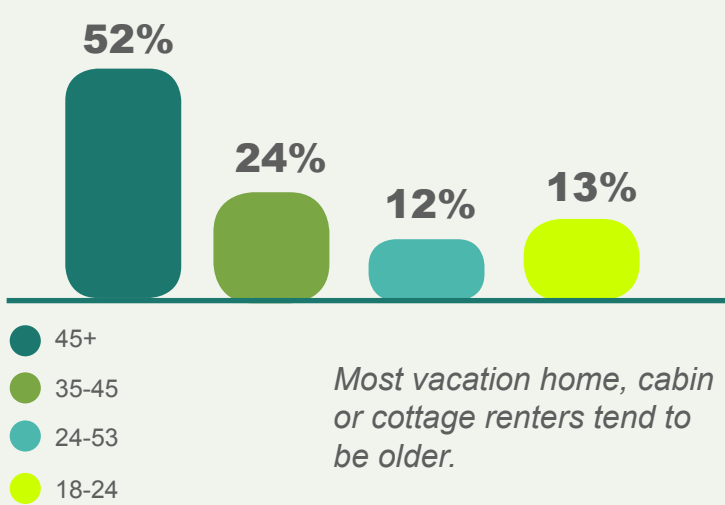
*Nearly all vacation home, cabin or cottage renters stay for two weeks or less.*

## KEY FINDING #3

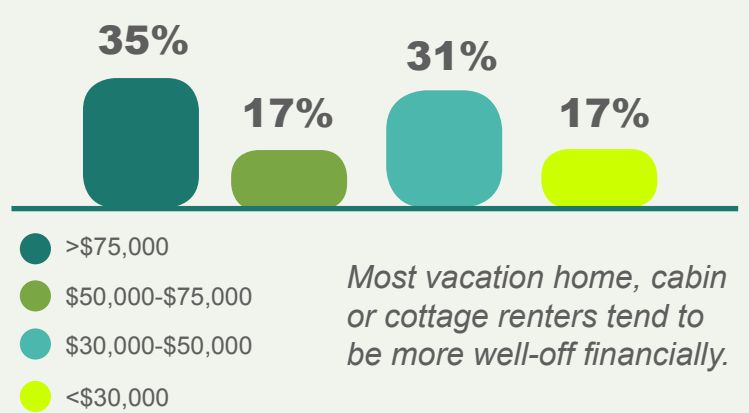
ROWDY COLLEGE KIDS AND YOUNG PEOPLE THROWING PARTIES? PROBABLY NOT. (Rental home, cabin or cottage respondents only.)

*The profile of the 24% of Wisconsin adults who rent vacation homes, cabins, and cottages does not match the profile that supporters of extended length requirements use to justify their cause – i.e., college age and other young people who don't care about others are who are not financially responsible.*

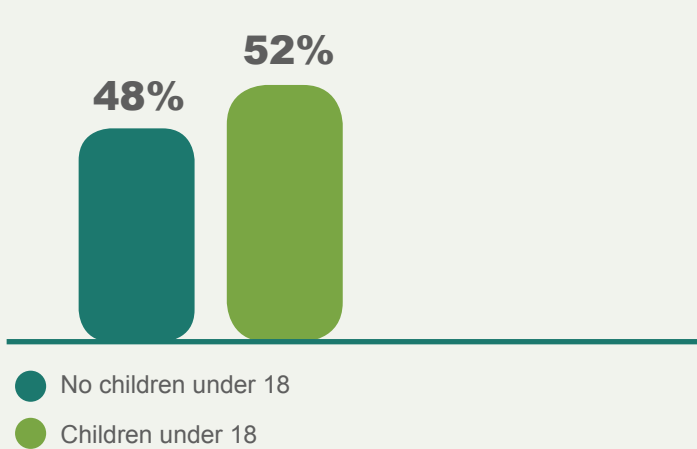
### 76% of the respondents are over 35



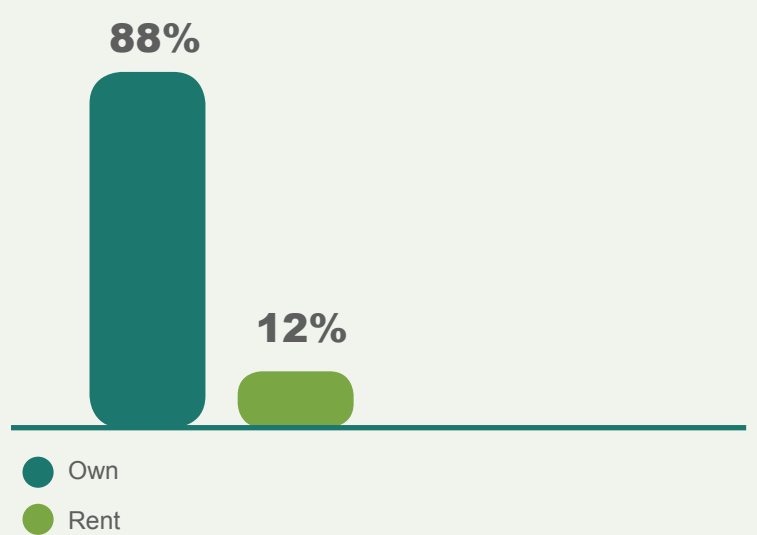
### Most renters are well-off financially



### At least half of renters are families



### Nearly 90% of renters own their own home



**Requiring stays of 30 days or longer is not an attempt to regulate. It is a decision to ban.**