

★ GONZALES ★
Polls, Inc.



**GONZALES CHESAPEAKE BEACH
SHORT-TERM RENTAL POLL**

May 2021

Table of Contents

Background and Methodology 3

Synopsis..... 4

Chesapeake Beach Short-Term Rental Poll – May 2021 Results 5

Appendix A: Data Tables..... 10

 QUESTION 1: Quality of Life in Chesapeake Beach..... 10

 QUESTION 2: Emphasize Peace and Quiet..... 11

 QUESTION 2a: Emphasize Peace and Quiet - Intensity 12

 QUESTION 3: Primarily Tourist Destination..... 13

 QUESTION 3a: Primarily Tourist Destination - Intensity 14

 QUESTION 4: Residential Only 15

 QUESTION 4a: Residential Only - Intensity 16

 QUESTION 5: Live Next To Short-Term Rental 17

 QUESTION 5a: Live Next To Short-Term Rental - Intensity..... 18

 QUESTION 6: Hotel/Inn or Residential Dwelling..... 19

 QUESTION 7: Family Occupied or Transient Vacationers20

Appendix B: Chesapeake Beach Poll Sample Demographics 21

Background and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career in the field of public opinion research began in the mid-1980s as an analyst with *Mason-Dixon Opinion Research*. During this time, Mr. Gonzales helped develop, craft and implement election surveys and exit polls for television and radio in the Baltimore-Washington D.C. metro area.

Mr. Gonzales has polled and analyzed well over a thousand elections in Maryland and across the country since that time. Furthermore, he and his associates have conducted numerous market research projects, crafting message development plans and generating strategy blueprints for businesses and organizations throughout the state.

Over his 35 years conducting public opinion polls, Patrick Gonzales has been widely recognized by his peers for his ability to conduct unbiased surveys, and analyze the results in an impartial, evenhanded manner.

Mr. Gonzales appears frequently on radio and television in the Baltimore-D.C. region as a guest commentator.

Elizabeth Gonzales Byers is Director of Marketing and Social Media for *Gonzales Research*. She can be contacted at elizabeth@gonzalesresearch.com

This poll was conducted by ***Gonzales Research & Media Services*** from April 26th through April 30th, 2021. A total of 275 residents in the Town of Chesapeake Beach, MD were queried by live telephone interviews, utilizing both landline and cell phone numbers. A cross-section of interviews was conducted throughout Chesapeake Beach, including both HOA and non-HOA households.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 6 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Synopsis

A full 97% of residents in Chesapeake Beach, Maryland rate the quality of life in their town as excellent or good. Satisfaction spans all groups.

Ninety-one percent believe the Town should emphasize the peace and quiet enjoyment of its residents, a sentiment shared by almost all.

And an overwhelming 93% disagree with the statement, “*Chesapeake Beach should be primarily a tourist destination first and residential community second*” ... again, there is near unanimity.

When asked among residents overall, a robust 69% agree with the statement, “*I would prefer that homes surrounding me remain in residential use and not be used as short-term vacation rental housing.*” Attitudes on this, however, differ significantly between those who live in an HOA community and those who don’t – 82% of HOA residents agree with the statement, while 58% of non-HOA residents disagree with it.

By a greater than 2-to-1 margin, 66% of Chesapeake Beach residents believe that vacation stays by tourists to the town are best suited to take place at a local hotel or inn, compared to 31% who think tourist stays are best suited to occur at residential dwellings such as an Airbnb.

Three-quarters of the town (76%) prefers to live in a residential community where homes are occupied by families or individuals that are not transient, contrasted with 24% who state that it would not bother them if their neighbors rented their home to transient vacationers with different guests every couple of days.

Chesapeake Beach Short-Term Rental Poll – May 2021 Results

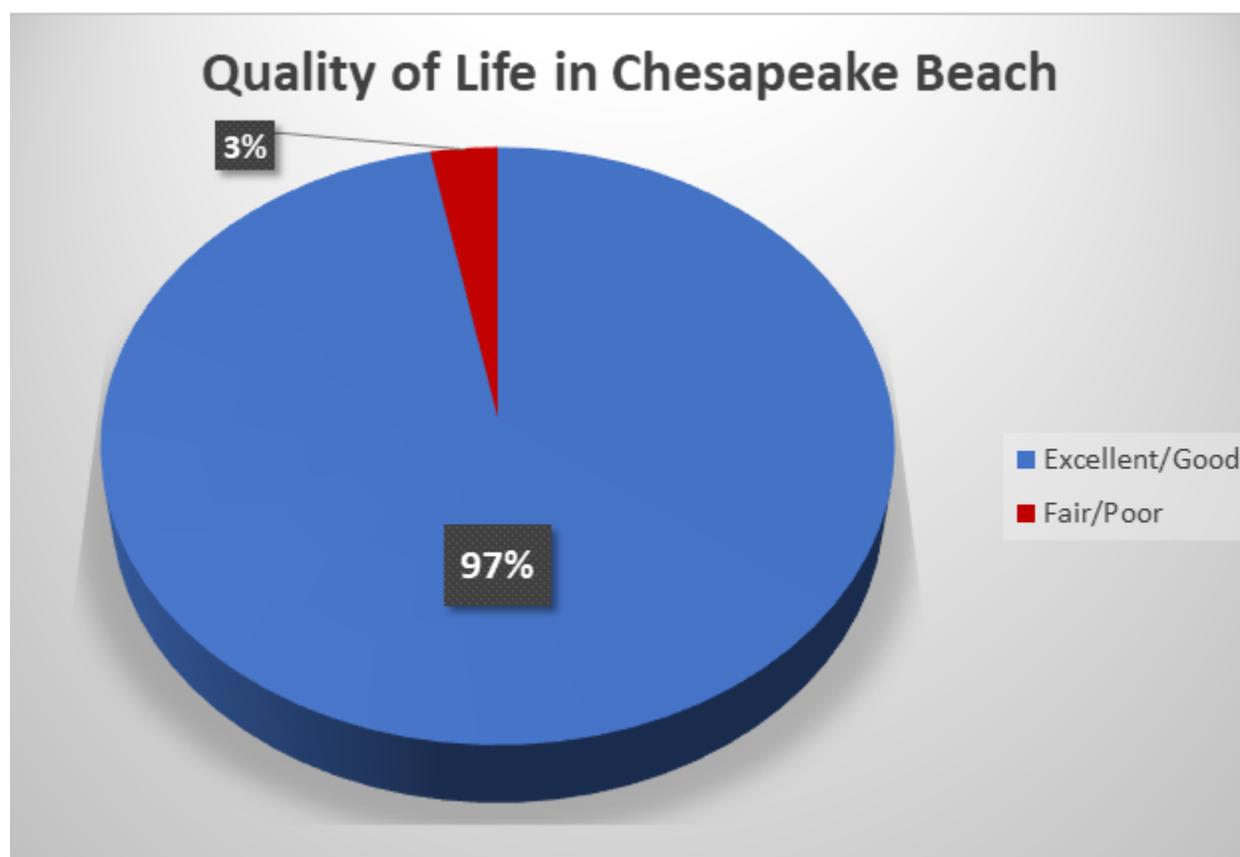
Quality of Life in Chesapeake Beach

Ninety-seven percent of Chesapeake Beach, MD residents rate the overall quality of life in the town as either “excellent” (52%) or “good” (45%), while only three percent assess it as either “fair” (3%) or “poor” (less than 1 percent).

Among women in Chesapeake Beach, 97% rate the quality of life excellent/good, as do 97% of men.

The same holds true for those living in an HOA community and those who do not.

By age, 90% plus in all groups judge the quality of life in the town as excellent or good.



We read residents a series of statements and asked whether they agreed or disagreed with each, and then probed for their level of agreement or disagreement on the statement.

Peace and Quiet Enjoyment

Among respondents, 91% agree that, “*Chesapeake Beach should emphasize the peace and quiet enjoyment of its residents*” (68% “strongly agree” and 23% “somewhat agree”), while only 8% disagree with this statement (5% “strongly disagree” and 3% “somewhat disagree”), with 1% offering no response.

Emphasize Peace and Quiet	<u>Agree</u>	<u>Disagree</u>
HOA	92%	8%
Non-HOA	90%	7%
Men	91%	7%
Women	91%	8%
18 to 39	84%	14%
40 to 49	92%	6%
50 to 59	91%	7%
60 and older	93%	6%

Primarily a Tourist Destination

Seven percent of residents agree that, “*Chesapeake Beach should be primarily a tourist destination first and residential community second*” (3% “strongly agree” and 4% “somewhat agree”), while an overwhelming 93% disagree with this statement (67% “strongly disagree” and 26% “somewhat disagree”).

Primarily Tourist Destination	<u>Agree</u>	<u>Disagree</u>
HOA	5%	95%
Non-HOA	9%	90%
Men	8%	92%
Women	5%	94%
18 to 39	10%	90%
40 to 49	5%	95%
50 to 59	4%	96%
60 and older	8%	91%

Residential Use Only

Among residents of Chesapeake Beach, 69% agree with the statement, “*I would prefer that homes surrounding me remain in residential use and not be used as short-term vacation rental housing*” (45% “strongly agree” and 24% “somewhat agree”), while 30% disagree (12% “strongly disagree” and 18% “somewhat disagree”).

There is a stark difference of opinion on this statement between those who live in an HOA community and those who do not.

Residential Use Only	<u>Agree</u>	<u>Disagree</u>
HOA	82%	17%
Non-HOA	40%	58%
Men	65%	33%
Women	73%	26%
18 to 39	53%	47%
40 to 49	78%	20%
50 to 59	77%	22%
60 and older	66%	33%

Wouldn't Mind Living Next To Short-Term Rental

Forty-five percent agree that, “*I would not mind living next to a short-term vacation rental property such as an Airbnb*” (25% “strongly agree” and 20% “somewhat agree”), while 53% disagree (32% “strongly disagree” and 21% “somewhat disagree”).

Again, opinion differs sharply between HOA and non-HOA residents.

Live Next To Short-Term Rental	<u>Agree</u>	<u>Disagree</u>
HOA	32%	67%
Non-HOA	73%	24%
Men	54%	45%
Women	36%	61%
18 to 39	57%	41%
40 to 49	41%	58%
50 to 59	41%	56%
60 and older	45%	54%

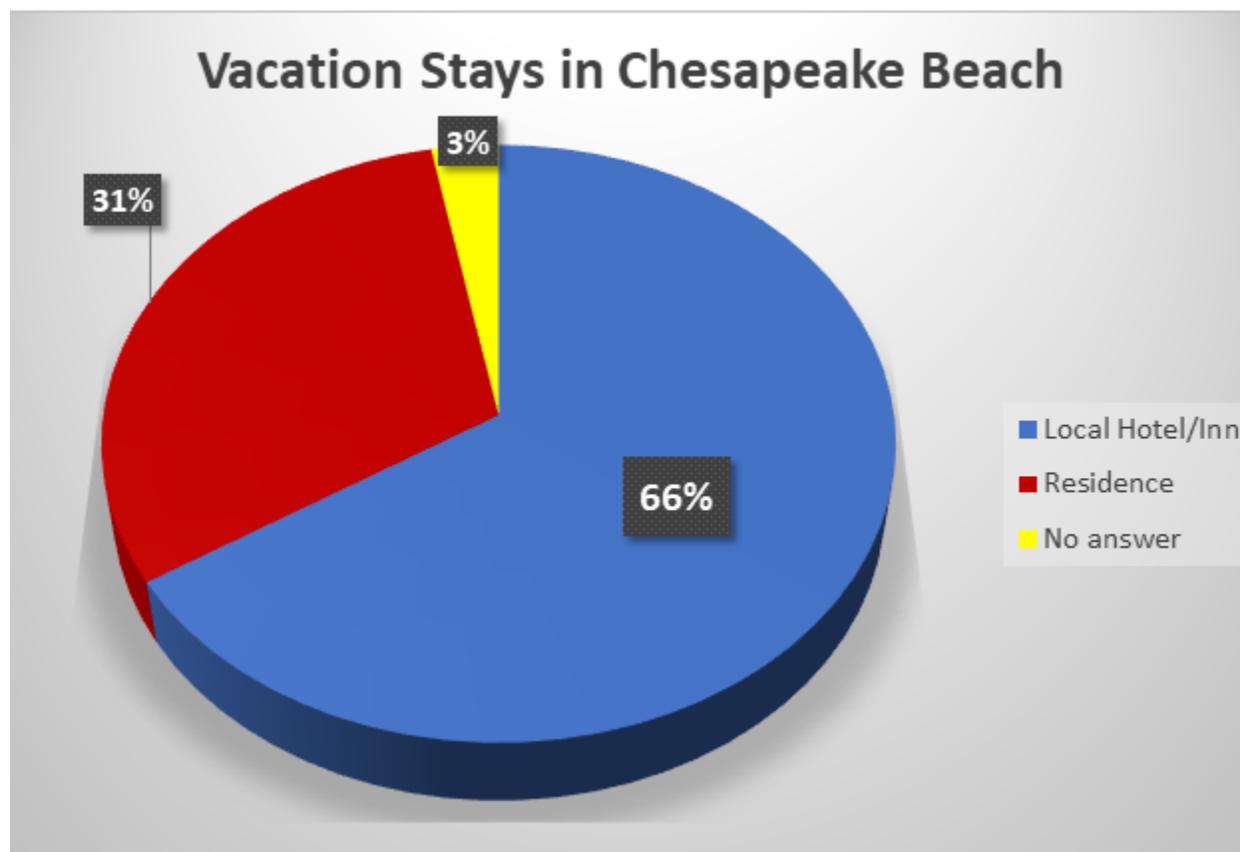
Vacation Stays - Local Hotel/Inn or Residential Dwelling

Among Chesapeake Beach residents, 66% believe that vacation stays by tourists to the town are best suited to take place at a local hotel or inn, while 31% think stays by tourists are best suited to take place at residential dwellings such as an Airbnb, with 3% providing no response.

Among those who live in an HOA community, a profuse 77% believe that vacation stays by tourists are best suited to take place at a local hotel or inn, while only 21% think stays by tourists are most appropriate at residential dwellings.

Among those who do not live in an HOA community, 55% think stays by tourists are best suited to take place at a residential dwelling such as an Airbnb, while 42% believe that vacation stays are best suited to take place at a local hotel or inn.

Seventy-one percent of women feel that local hotels and inns are best suited for vacation stays, as do 61% of men.



Family Occupied or Transient Vacationers

Seventy-six percent of citizens in Chesapeake Beach prefer to live in a residential community where homes are occupied by families that are not transient, while 24% say it would not bother them if their immediate neighbors rented their home to different guests every couple of days.

Among HOA residents, 86% prefer to live in a residential community where homes are occupied by families that are not transient.

The results:

	<u>Family Occupied</u>	<u>Transient Vacationers</u>
HOA	85%	15%
Non-HOA	56%	43%
Men	71%	29%
Women	81%	19%
18 to 39	57%	43%
40 to 49	78%	20%
50 to 59	85%	15%
60 and older	78%	22%

Appendix A: Data Tables

QUESTION 1: Quality of Life in Chesapeake Beach *Overall, how would you rate the quality of life living in the Town of Chesapeake Beach: excellent, pretty good, only fair, or poor?*

<u>CHESAPEAKE BEACH - QUALITY OF LIFE</u>	<u>Number</u>	<u>Percent</u>
Excellent	143	52.0 %
Good	124	45.1 %
Fair	7	2.5 %
Poor	1	0.4 %
Total	275	100.0 %

N=275

	<u>CHESAPEAKE BEACH - QUALITY OF LIFE</u>			
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
<u>REGION</u>				
HOA	101 53.7%	81 43.1%	5 2.7%	1 0.5%
Non-HOA	42 48.8%	42 48.8%	2 2.3%	0 0.0%
Other	0 0.0%	1 100.0%	0 0.0%	0 0.0%

N=275

	<u>CHESAPEAKE BEACH - QUALITY OF LIFE</u>			
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
<u>GENDER</u>				
Male	77 57.0%	54 40.0%	3 2.2%	1 0.7%
Female	66 47.1%	70 50.0%	4 2.9%	0 0.0%

N=275

	<u>CHESAPEAKE BEACH - QUALITY OF LIFE</u>			
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
<u>AGE</u>				
18 to 39	23 45.1%	23 45.1%	4 7.8%	1 2.0%
40 to 49	35 54.7%	28 43.8%	1 1.6%	0 0.0%
50 to 59	38 55.1%	30 43.5%	1 1.4%	0 0.0%
60 and older	47 51.6%	43 47.3%	1 1.1%	0 0.0%

I am going to read you several statements and, after each, please tell me whether you agree or disagree with it. Q.2 through Q.5 ROTATED

QUESTION 2: Emphasize Peace and Quiet *Chesapeake Beach should emphasize the peace and quiet enjoyment of its residents?*

<u>EMPHASIZE PEACE AND QUIET</u>	<u>Number</u>	<u>Percent</u>
Agree	250	90.9 %
Disagree	21	7.6 %
No answer	4	1.5 %
Total	275	100.0 %

N=275

EMPHASIZE PEACE AND QUIET

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
<u>REGION</u>			
HOA	172 91.5%	15 8.0%	1 0.5%
Non-HOA	77 89.5%	6 7.0%	3 3.5%
Other	1 100.0%	0 0.0%	0 0.0%

N=275

EMPHASIZE PEACE AND QUIET

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
<u>GENDER</u>			
Male	123 91.1%	10 7.4%	2 1.5%
Female	127 90.7%	11 7.9%	2 1.4%

N=275

EMPHASIZE PEACE AND QUIET

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
<u>AGE</u>			
18 to 39	43 84.3%	7 13.7%	1 2.0%
40 to 49	59 92.2%	4 6.3%	1 1.6%
50 to 59	63 91.3%	5 7.2%	1 1.4%
60 and older	85 93.4%	5 5.5%	1 1.1%

QUESTION 2a: Emphasize Peace and Quiet - Intensity *Is that strongly or somewhat agree/disagree?*

EMPHASIZE PEACE AND QUIET - INTENSITY	Number	Percent
Strongly Agree	187	68.0 %
Somewhat Agree	63	22.9 %
Somewhat Disagree	8	2.9 %
Strongly Disagree	13	4.7 %
No answer	4	1.5 %
Total	275	100.0 %

N=275

EMPHASIZE PEACE AND QUIET - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

REGION

HOA	132 70.2%	40 21.3%	6 3.2%	9 4.8%	1 0.5%
Non-HOA	54 62.8%	23 26.7%	2 2.3%	4 4.7%	3 3.5%
Other	1 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

N=275

EMPHASIZE PEACE AND QUIET - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

GENDER

Male	84 62.2%	39 28.9%	3 2.2%	7 5.2%	2 1.5%
Female	103 73.6%	24 17.1%	5 3.6%	6 4.3%	2 1.4%

N=275

EMPHASIZE PEACE AND QUIET - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

AGE

18 to 39	30 58.8%	13 25.5%	4 7.8%	3 5.9%	1 2.0%
40 to 49	45 70.3%	14 21.9%	2 3.1%	2 3.1%	1 1.6%
50 to 59	46 66.7%	17 24.6%	1 1.4%	4 5.8%	1 1.4%
60 and older	66 72.5%	19 20.9%	1 1.1%	4 4.4%	1 1.1%

QUESTION 3: Primarily Tourist Destination *Chesapeake Beach should be primarily a tourist destination first and residential community second?*

PRIMARILY TOURIST DESTINATION	Number	Percent
Agree	18	6.5 %
Disagree	256	93.1 %
No answer	1	0.4 %
Total	275	100.0 %

N=275

PRIMARILY TOURIST DESTINATION

	Agree	Disagree	No answer
--	-------	----------	-----------

REGION

HOA	10 5.3%	178 94.7%	0 0.0%
Non-HOA	8 9.3%	77 89.5%	1 1.2%
Other	0 0.0%	1 100.0%	0 0.0%

N=275

PRIMARILY TOURIST DESTINATION

	Agree	Disagree	No answer
--	-------	----------	-----------

GENDER

Male	11 8.1%	124 91.9%	0 0.0%
Female	7 5.0%	132 94.3%	1 0.7%

N=275

PRIMARILY TOURIST DESTINATION

	Agree	Disagree	No answer
--	-------	----------	-----------

AGE

18 to 39	5 9.8%	46 90.2%	0 0.0%
40 to 49	3 4.7%	61 95.3%	0 0.0%
50 to 59	3 4.3%	66 95.7%	0 0.0%
60 and older	7 7.7%	83 91.2%	1 1.1%

QUESTION 3a: Primarily Tourist Destination - Intensity *Is that strongly or somewhat agree/disagree?*

PRIMARILY TOURIST DESTINATION - INTENSITY	Number	Percent
Strongly Agree	8	2.9 %
Somewhat Agree	10	3.6 %
Somewhat Disagree	71	25.8 %
Strongly Disagree	185	67.3 %
No answer	1	0.4 %
Total	275	100.0 %

N=275

PRIMARILY TOURIST DESTINATION - INTENSITY

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
----------------	----------------	-------------------	-------------------	-----------

REGION

HOA	4 2.1%	6 3.2%	51 27.1%	127 67.6%	0 0.0%
Non-HOA	4 4.7%	4 4.7%	20 23.3%	57 66.3%	1 1.2%
Other	0 0.0%	0 0.0%	0 0.0%	1 100.0%	0 0.0%

N=275

PRIMARILY TOURIST DESTINATION - INTENSITY

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
----------------	----------------	-------------------	-------------------	-----------

GENDER

Male	3 2.2%	8 5.9%	35 25.9%	89 65.9%	0 0.0%
Female	5 3.6%	2 1.4%	36 25.7%	96 68.6%	1 0.7%

N=275

PRIMARILY TOURIST DESTINATION - INTENSITY

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
----------------	----------------	-------------------	-------------------	-----------

AGE

18 to 39	2 3.9%	3 5.9%	14 27.5%	32 62.7%	0 0.0%
40 to 49	1 1.6%	2 3.1%	18 28.1%	43 67.2%	0 0.0%
50 to 59	2 2.9%	1 1.4%	19 27.5%	47 68.1%	0 0.0%
60 and older	3 3.3%	4 4.4%	20 22.0%	63 69.2%	1 1.1%

QUESTION 4: Residential Only *I would prefer that homes surrounding me remain in residential use and not be used as short-term vacation rental housing?*

RESIDENTIAL ONLY	Number	Percent
Agree	190	69.1 %
Disagree	82	29.8 %
No answer	3	1.1 %
Total	275	100.0 %

N=275

RESIDENTIAL ONLY

Agree	Disagree	No answer
-------	----------	-----------

REGION

HOA	155 82.4%	32 17.0%	1 0.5%
Non-HOA	34 39.5%	50 58.1%	2 2.3%
Other	1 100.0%	0 0.0%	0 0.0%

N=275

RESIDENTIAL ONLY

Agree	Disagree	No answer
-------	----------	-----------

GENDER

Male	88 65.2%	45 33.3%	2 1.5%
Female	102 72.9%	37 26.4%	1 0.7%

N=275

RESIDENTIAL ONLY

Agree	Disagree	No answer
-------	----------	-----------

AGE

18 to 39	27 52.9%	24 47.1%	0 0.0%
40 to 49	50 78.1%	13 20.3%	1 1.6%
50 to 59	53 76.8%	15 21.7%	1 1.4%
60 and older	60 65.9%	30 33.0%	1 1.1%

QUESTION 4a: Residential Only - Intensity *Is that strongly or somewhat agree/disagree?*

RESIDENTIAL ONLY - INTENSITY	Number	Percent
Strongly Agree	123	44.7 %
Somewhat Agree	67	24.4 %
Somewhat Disagree	49	17.8 %
Strongly Disagree	33	12.0 %
No answer	3	1.1 %
Total	275	100.0 %

N=275

	RESIDENTIAL ONLY - INTENSITY				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
<u>REGION</u>					
HOA	114 60.6%	41 21.8%	26 13.8%	6 3.2%	1 0.5%
Non-HOA	9 10.5%	25 29.1%	23 26.7%	27 31.4%	2 2.3%
Other	0 0.0%	1 100.0%	0 0.0%	0 0.0%	0 0.0%

N=275

	RESIDENTIAL ONLY - INTENSITY				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
<u>GENDER</u>					
Male	53 39.3%	35 25.9%	23 17.0%	22 16.3%	2 1.5%
Female	70 50.0%	32 22.9%	26 18.6%	11 7.9%	1 0.7%

N=275

	RESIDENTIAL ONLY - INTENSITY				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer
<u>AGE</u>					
18 to 39	15 29.4%	12 23.5%	14 27.5%	10 19.6%	0 0.0%
40 to 49	30 46.9%	20 31.3%	8 12.5%	5 7.8%	1 1.6%
50 to 59	35 50.7%	18 26.1%	11 15.9%	4 5.8%	1 1.4%
60 and older	43 47.3%	17 18.7%	16 17.6%	14 15.4%	1 1.1%

QUESTION 5: Live Next To Short-Term Rental *I would not mind living next to a short-term vacation rental property such as an AirBnB?*

<u>LIVE NEXT TO SHORT TERM RENTAL</u>	<u>Number</u>	<u>Percent</u>
Agree	124	45.1 %
Disagree	146	53.1 %
No answer	5	1.8 %
Total	275	100.0 %

N=275

LIVE NEXT TO SHORT TERM RENTAL

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
--	--------------	-----------------	------------------

REGION

HOA	61 32.4%	125 66.5%	2 1.1%
Non-HOA	63 73.3%	21 24.4%	2 2.3%
Other	0 0.0%	0 0.0%	1 100.0%

N=275

LIVE NEXT TO SHORT TERM RENTAL

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
--	--------------	-----------------	------------------

GENDER

Male	73 54.1%	61 45.2%	1 0.7%
Female	51 36.4%	85 60.7%	4 2.9%

N=275

LIVE NEXT TO SHORT TERM RENTAL

	<u>Agree</u>	<u>Disagree</u>	<u>No answer</u>
--	--------------	-----------------	------------------

AGE

18 to 39	29 56.9%	21 41.2%	1 2.0%
40 to 49	26 40.6%	37 57.8%	1 1.6%
50 to 59	28 40.6%	39 56.5%	2 2.9%
60 and older	41 45.1%	49 53.8%	1 1.1%

QUESTION 5a: Live Next To Short-Term Rental - Intensity *Is that strongly or somewhat agree/disagree?*

LIVE NEXT TO SHORT TERM RENTAL - INTENSITY	Number	Percent
Strongly Agree	69	25.1 %
Somewhat Agree	55	20.0 %
Somewhat Disagree	57	20.7 %
Strongly Disagree	89	32.4 %
No answer	5	1.8 %
Total	275	100.0 %

N=275

LIVE NEXT TO SHORT TERM RENTAL - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

REGION

HOA	33 17.6%	28 14.9%	44 23.4%	81 43.1%	2 1.1%
Non-HOA	36 41.9%	27 31.4%	13 15.1%	8 9.3%	2 2.3%
Other	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 100.0%

N=275

LIVE NEXT TO SHORT TERM RENTAL - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

GENDER

Male	48 35.6%	25 18.5%	25 18.5%	36 26.7%	1 0.7%
Female	21 15.0%	30 21.4%	32 22.9%	53 37.9%	4 2.9%

N=275

LIVE NEXT TO SHORT TERM RENTAL - INTENSITY				
Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No answer

AGE

18 to 39	20 39.2%	9 17.6%	10 19.6%	11 21.6%	1 2.0%
40 to 49	10 15.6%	16 25.0%	15 23.4%	22 34.4%	1 1.6%
50 to 59	18 26.1%	10 14.5%	10 14.5%	29 42.0%	2 2.9%
60 and older	21 23.1%	20 22.0%	22 24.2%	27 29.7%	1 1.1%

QUESTION 6: Hotel/Inn or Residential Dwelling Which one of these statements comes closest to your point of view. **ROTATED**

*Vacation stays by tourists to Chesapeake Beach are best suited to take place at a local hotel or Inn, **or***

Vacation stays by tourists to Chesapeake Beach are best suited to take place at residential dwellings in Town, which are rented out such as AirBnB?

<u>LOCAL HOTEL/INN or RESIDENTIAL DWELLING</u>	<u>Number</u>	<u>Percent</u>
Hotel/inn	182	66.2 %
Residential dwelling	86	31.3 %
No answer	7	2.5 %
Total	275	100.0 %

N=275

<u>LOCAL HOTEL/INN or RESIDENTIAL DWELLING</u>		
<u>Hotel/inn</u>	<u>Residential dwelling</u>	<u>No answer</u>

REGION

HOA	145 77.1%	39 20.7%	4 2.1%
Non-HOA	36 41.9%	47 54.7%	3 3.5%
Other	1 100.0%	0 0.0%	0 0.0%

N=275

<u>LOCAL HOTEL/INN or RESIDENTIAL DWELLING</u>		
<u>Hotel/inn</u>	<u>Residential dwelling</u>	<u>No answer</u>

GENDER

Male	82 60.7%	51 37.8%	2 1.5%
Female	100 71.4%	35 25.0%	5 3.6%

N=275

<u>LOCAL HOTEL/INN or RESIDENTIAL DWELLING</u>		
<u>Hotel/inn</u>	<u>Residential dwelling</u>	<u>No answer</u>

AGE

18 to 39	28 54.9%	21 41.2%	2 3.9%
40 to 49	47 73.4%	14 21.9%	3 4.7%
50 to 59	51 73.9%	18 26.1%	0 0.0%
60 and older	56 61.5%	33 36.3%	2 2.2%

QUESTION 7: Family Occupied or Transient Vacationers Which one of these statements comes closest to your point of view. **ROTATED**

*I prefer to reside in a residential community where homes are occupied by families that are not transient, **or***

It would not bother me if my immediate neighbors rented their home to transient vacationers with different guests residing in the house every couple of days?

<u>FAMILY HOMES or TRANSIENT VACATIONERS</u>	<u>Number</u>	<u>Percent</u>
Family home	209	76.0 %
Transient vacationer	65	23.6 %
No answer	1	0.4 %
Total	275	100.0 %

N=275

<u>FAMILY HOMES or TRANSIENT VACATIONERS</u>		
<u>Family home</u>	<u>Transient vacationer</u>	<u>No answer</u>

REGION

HOA	160 85.1%	28 14.9%	0 0.0%
Non-HOA	48 55.8%	37 43.0%	1 1.2%
Other	1 100.0%	0 0.0%	0 0.0%

N=275

<u>FAMILY HOMES or TRANSIENT VACATIONERS</u>		
<u>Family home</u>	<u>Transient vacationer</u>	<u>No answer</u>

GENDER

Male	96 71.1%	39 28.9%	0 0.0%
Female	113 80.7%	26 18.6%	1 0.7%

N=275

<u>FAMILY HOMES or TRANSIENT VACATIONERS</u>		
<u>Family home</u>	<u>Transient vacationer</u>	<u>No answer</u>

AGE

18 to 39	29 56.9%	22 43.1%	0 0.0%
40 to 49	50 78.1%	13 20.3%	1 1.6%
50 to 59	59 85.5%	10 14.5%	0 0.0%
60 and older	71 78.0%	20 22.0%	0 0.0%

Appendix B: Chesapeake Beach Poll Sample Demographics

<u>AGE</u>	<u>Number</u>	<u>Percent</u>
18 to 39	51	18.5 %
40 to 49	64	23.3 %
50 to 59	69	25.1 %
60 and older	91	33.1 %
Total	275	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	135	49.1 %
Female	140	50.9 %
Total	275	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
HOA	188	68.4 %
Non-HOA	86	31.3 %
Other	1	0.4 %
Total	275	100.0 %

Non-HOA Respondents

QUESTION 4: Residential Only *I would prefer that homes surrounding me remain in residential use and not be used as short-term vacation rental housing?*

<u>RESIDENTIAL ONLY</u>	<u>Number</u>	<u>Percent</u>
Agree	34	39.5 %
Disagree	50	58.1 %
No answer	2	2.3 %
Total	86	100.0 %

<u>RESIDENTIAL ONLY - INTENSITY</u>	<u>Number</u>	<u>Percent</u>
Strongly Agree	9	10.5 %
Somewhat Agree	25	29.1 %
Somewhat Disagree	23	26.7 %
Strongly Disagree	27	31.4 %
No answer	2	2.3 %
Total	86	100.0 %

QUESTION 7: Family Occupied or Transient Vacationers *Which one of these statements comes closest to your point of view.*

I prefer to reside in a residential community where homes are occupied by families that are not transient,

or

It would not bother me if my immediate neighbors rented their home to transient vacationers with different guests residing in the house every couple of days?

<u>FAMILY HOMES or TRANSIENT VACATIONERS</u>	<u>Number</u>	<u>Percent</u>
Family home	48	55.8 %
Transient vacationer	37	43.0 %
No answer	1	1.2 %
Total	86	100.0 %

Crosstab – Residential Only **By** Family Occupied or Transient Vacationers

N=86

FAMILY HOMES or TRANSIENT VACATIONERS		
Family home	Transient vacationer	No answer

RESIDENTIAL ONLY - INTENSITY

Strongly Agree	9 100.0%	0 0.0%	0 0.0%
Somewhat Agree	22 88.0%	3 12.0%	0 0.0%
Somewhat Disagree	11 47.8%	12 52.2%	0 0.0%
Strongly Disagree	5 18.5%	22 81.5%	0 0.0%
No answer	1 50.0%	0 0.0%	1 50.0%

47.8% of Non-HOA residents who “somewhat” disagree with the residential only statement pick family occupied over transient vacationers