

Coachella Valley Voter Survey - Report on Results -

September 28, 2023



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Justin Wallin, Pollster

J. Wallin Opinion Research



Justin Wallin is a “marketing concept” strategist, with over fifteen years of experience helping to develop communications strategy through opinion research. Wallin delivers strategic direction to Fortune 500 firms, statewide, city and municipal governments, political candidates and campaigns, organizations and non-profit organizations, entrepreneurial ventures and other businesses.

He is a recognized expert in accurately measuring public opinion, forecasting outcomes and identifying the most effective ways to influence thoughts and behaviors.

Wallin is a regular guest on Fox News, CNN and BBC. His research, commentary and analysis can be found in *The Wall Street Journal*, *The New York Times*, *RealClearPolitics*, *Politico*, *Roll Call*, *Campaigns & Elections*, *Public CEO* and *Inside Politics* with Nathan Gonzales. He has lectured at George Washington University, University of Southern California, Pepperdine University, Loyola Marymount University, California State Universities and Hillsdale College and has taught both graduate and undergraduate courses in marketing. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging.

After driving global strategy and marketing programs in the technology industry early in his career, Wallin was a founder of the re-launched, historic Columbia Yacht Corporation. The racing boats he built span the globe. He sold his stake in the company in 2008.

Wallin is a Fellow of the Jesse M. Unruh Institute of Politics at USC.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.



Coachella Valley Voter Survey

Report on results

From Wednesday, September 20, through Wednesday, September 27, 2023 J. Wallin Opinion Research conducted a telephone survey of voters throughout six of the nine cities that compose the Coachella Valley (Palm Springs, Desert Hot Springs, Palm Desert, La Quinta, Indio, and Coachella), along with unincorporated areas of the region (Bermuda Dunes, Desert Hot Springs, etc.).

We interviewed 400 respondents plus 66 within the unincorporated area using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines. A survey of this size yields a margin of error of +/- 4.9% (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region we surveyed.

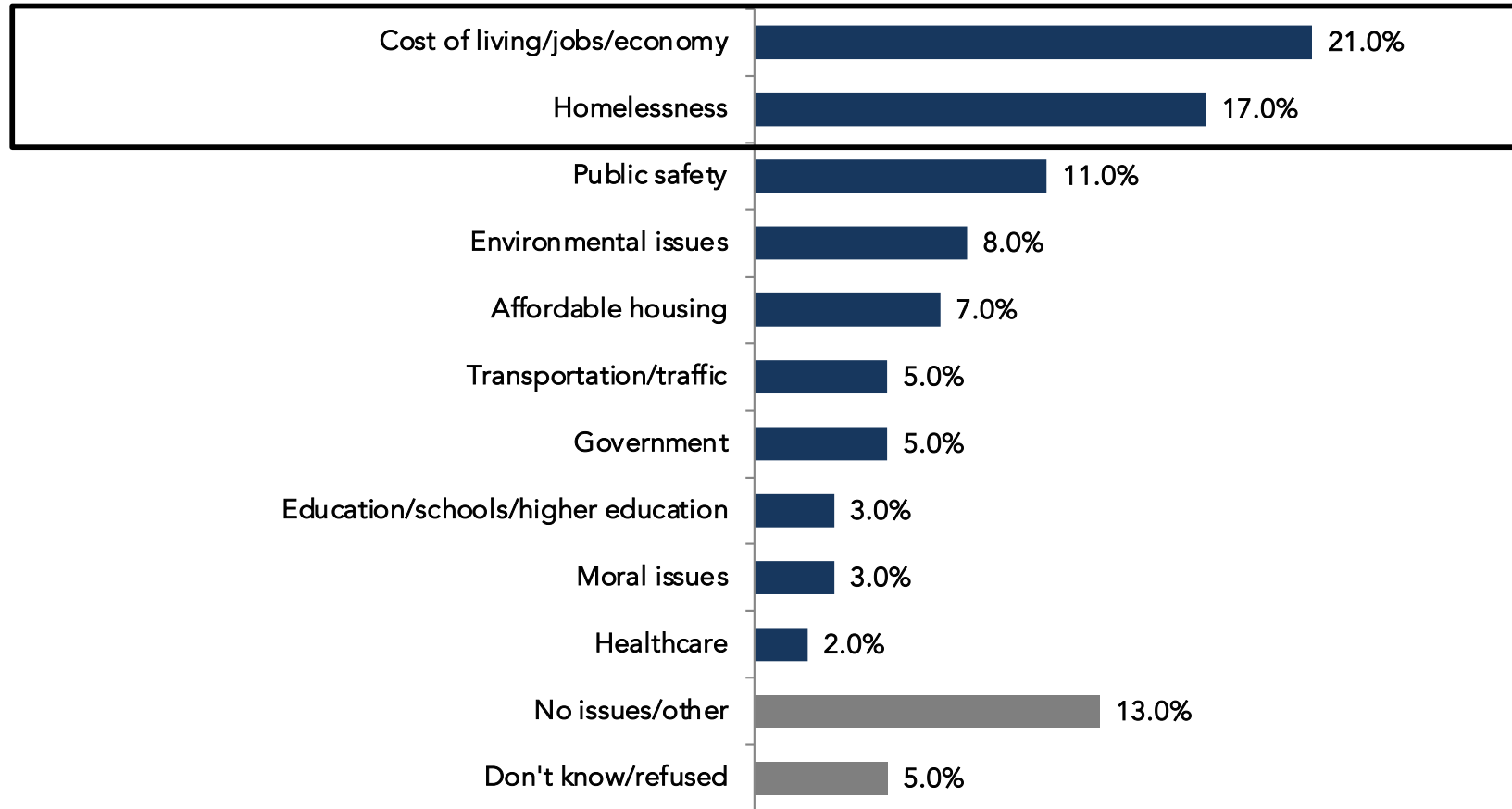
J. Wallin Opinion Research performs research on behalf of business, government and political clients.

General Themes

Cost of living/jobs/economy and homelessness

are the most important issues facing Coachella Valley voters

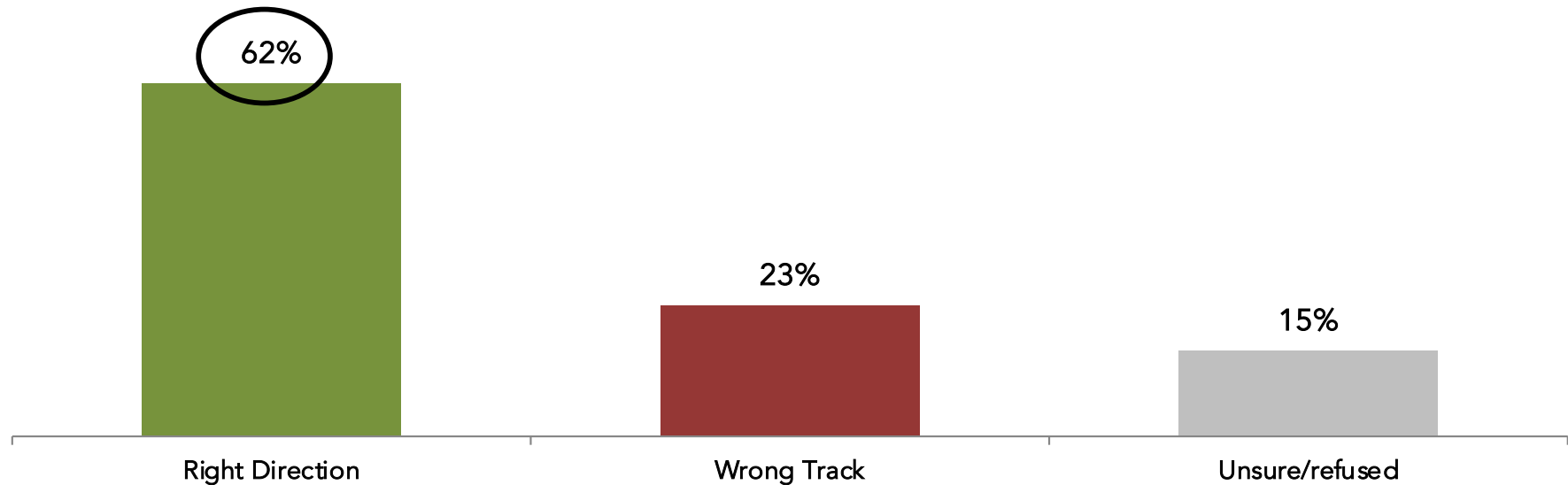
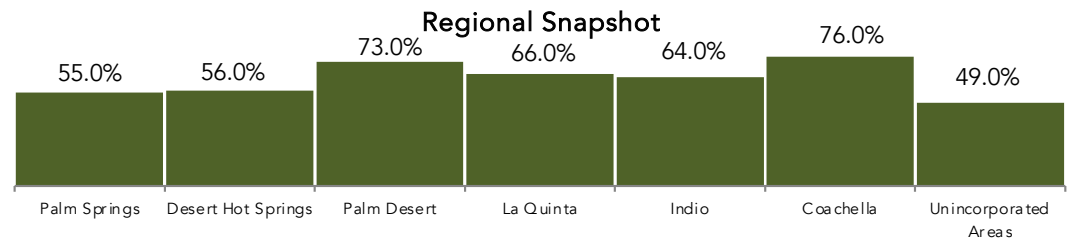
Question: What is the most important issue facing your community today?



Nearly a supermajority (62%)

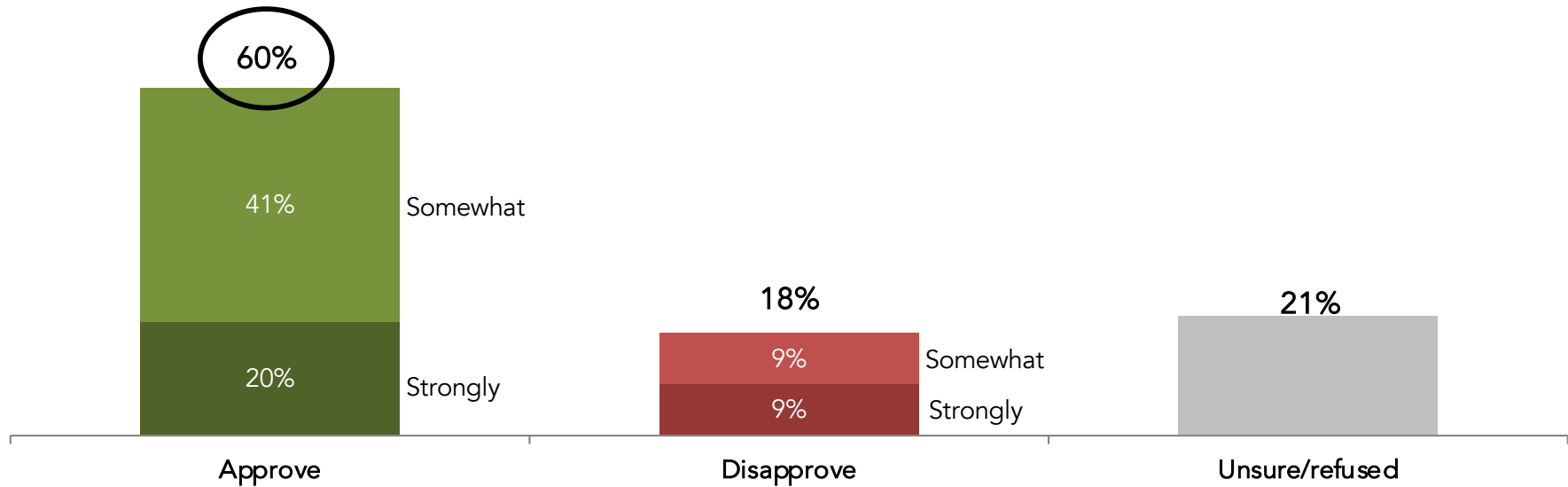
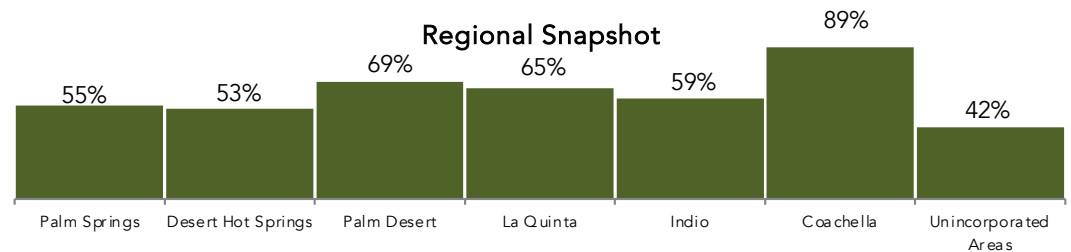
say things in their City/community are headed in the right direction

Question: In general, do you feel things in (City/community) are heading in the right direction or are things off on the wrong track?



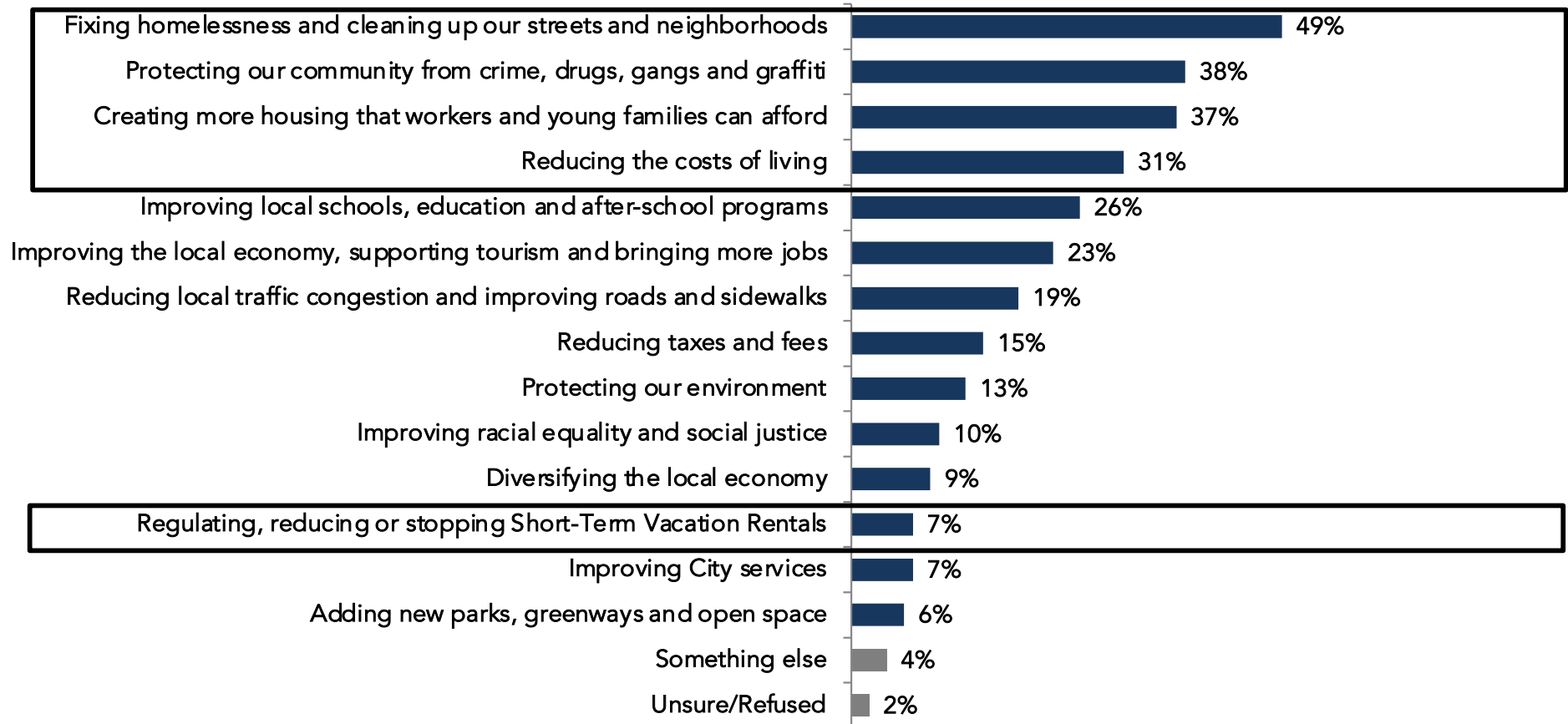
Over one-half (60%) approves of the job that their local elected leadership is doing

Question: Do you approve or disapprove of the job that the (City Mayor and City Council/local elected leadership) are doing?



What do voters think should be the top priorities for Coachella Valley's local elected leadership?

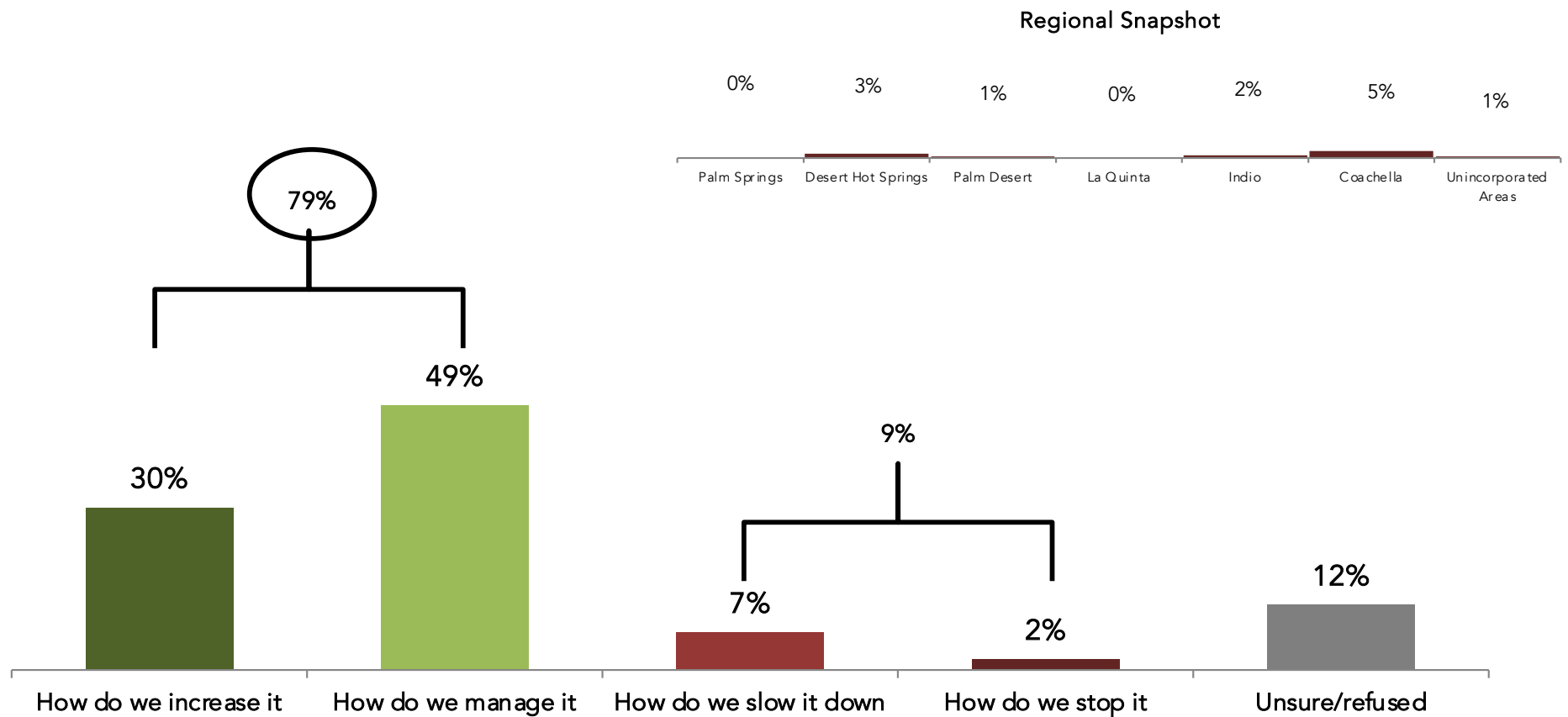
Question: I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which THREE issues should be the top priorities for (City's Mayor and City Council/your local elected leadership)? Choose three.



Introducing the Vacation Industry

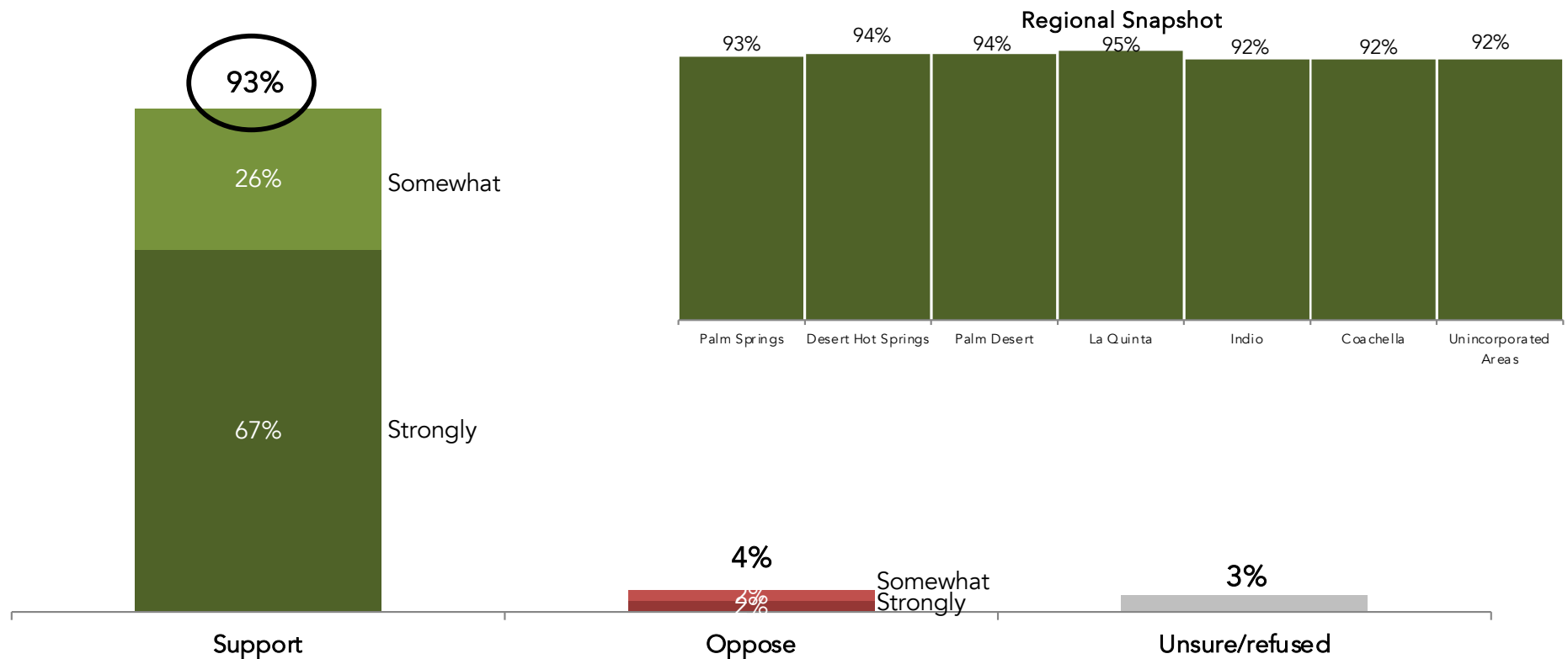
Nearly eight-in-ten (79%) do not think that the vacation and tourism industry should be slowed down or stopped

Question: When you think about the vacation and tourism industry within (City/your community), do you think mostly in terms of how we increase it, how we manage it, how we slow it down, or how we stop it altogether?



Over nine in ten (93%) support the travel industry in Coachella Valley (intensity is high)

Question: The travel sector is the largest part of Coachella Valley’s economy. Last year, 14.1 million visitors spent \$7.1 billion in the Coachella Valley, resulting in a total of economic impact of \$8.7 billion throughout the region. This sustained more than 49,000 local jobs – approximately 25% of all jobs in Coachella Valley are supported by tourism - and generated \$812 million in state and local tax revenues. In general, do you support or oppose the travel industry in Coachella Valley?



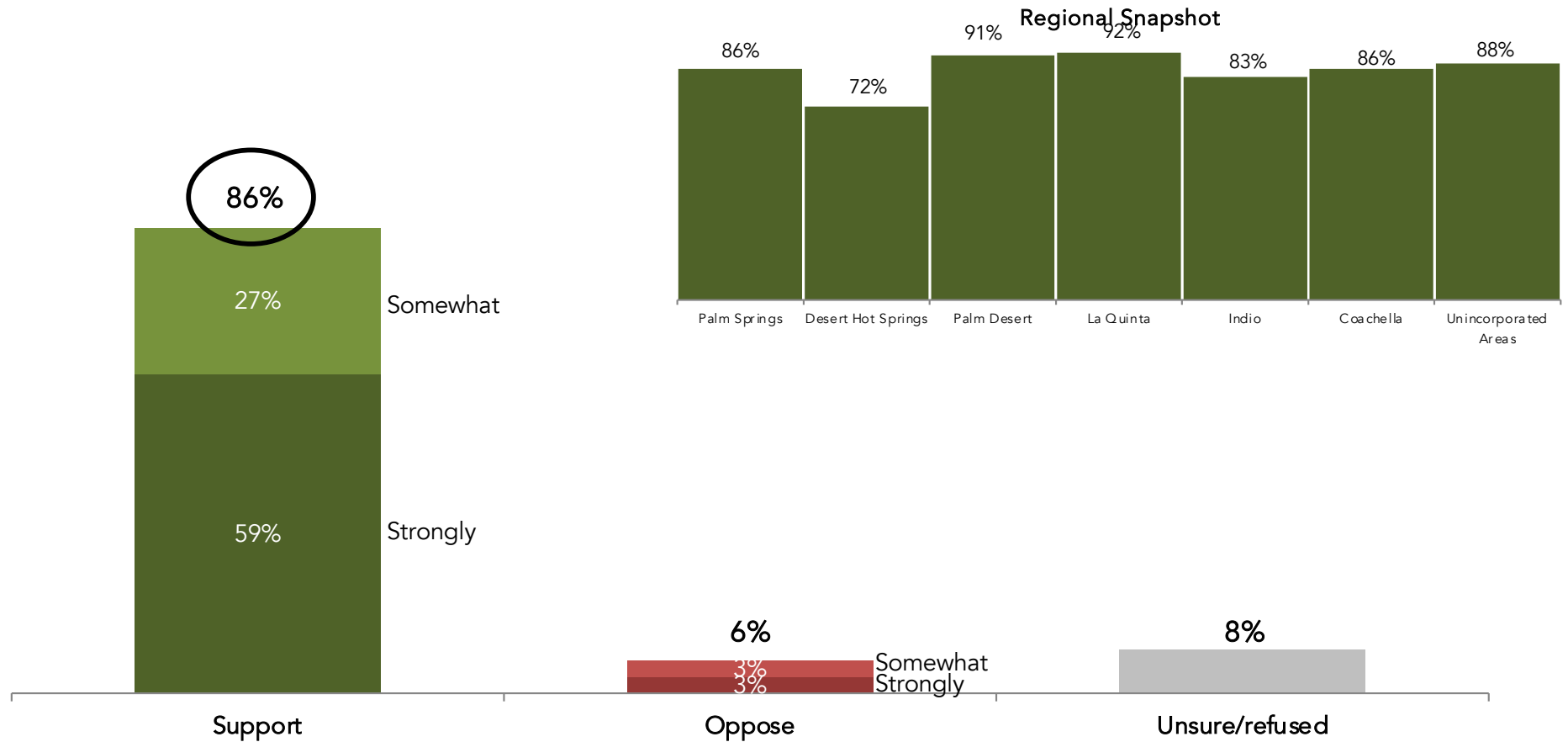
*Focusing on the Travel Industry**

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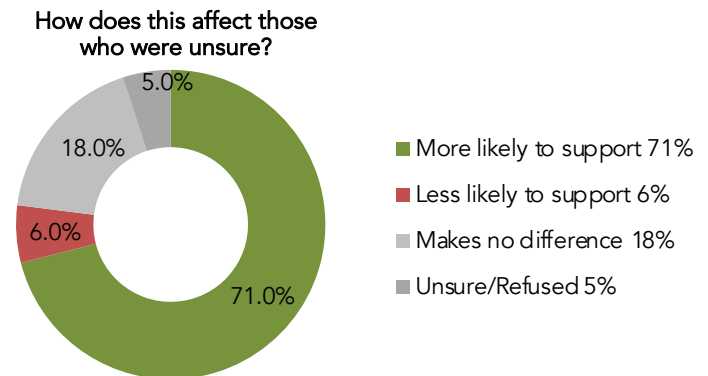
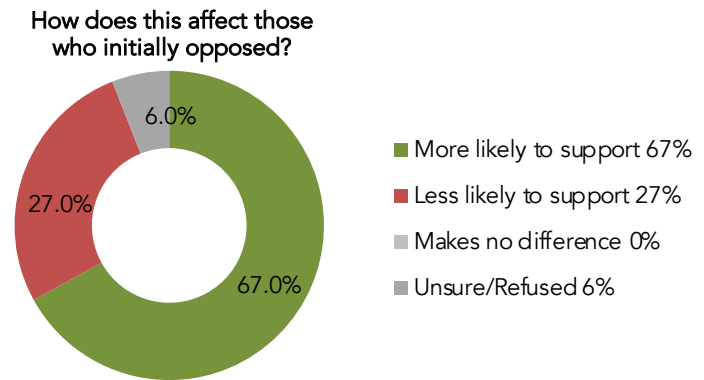
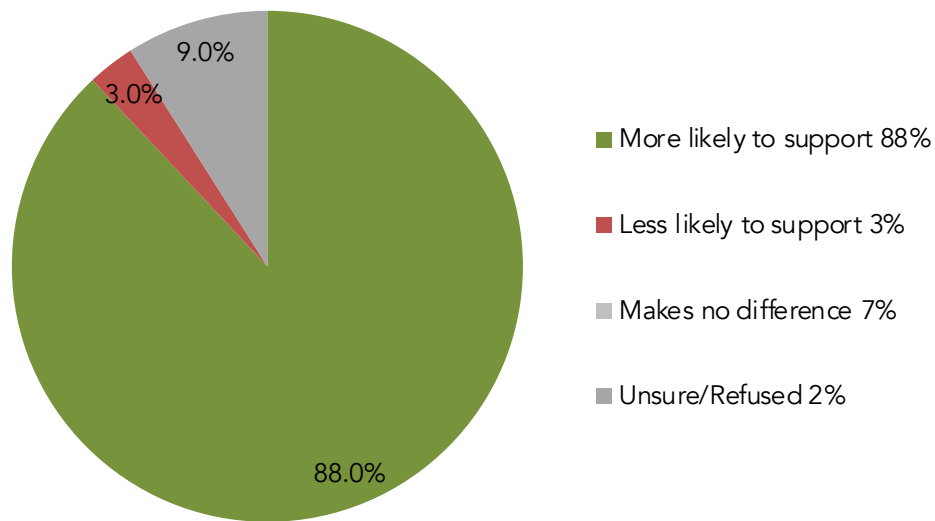
Nearly nine in ten (86%) support the travel industry in their city/community

Question: Do you support or oppose the travel sector in (City/your community)?



Nearly nine in ten (**88%**) become more likely to support after hearing the taxes generated cover average salaries for thousands of firefighters, police officers or teachers

Question: The \$812 million in state and local taxes generated by the tourism industry in the Coachella Valley is enough to cover the average salaries for 4,830 firefighters, 5,850 police officers, or 9,550 teachers throughout the Valley.



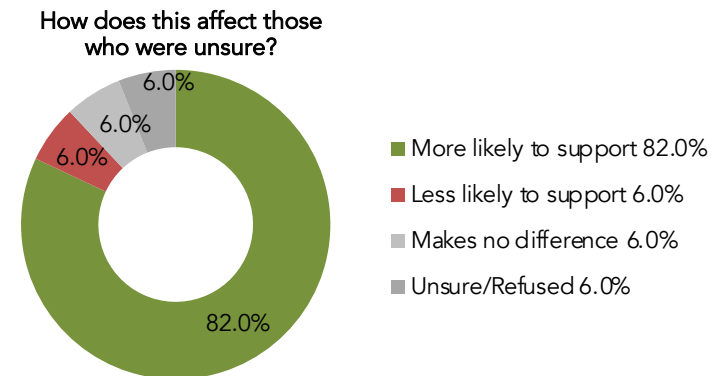
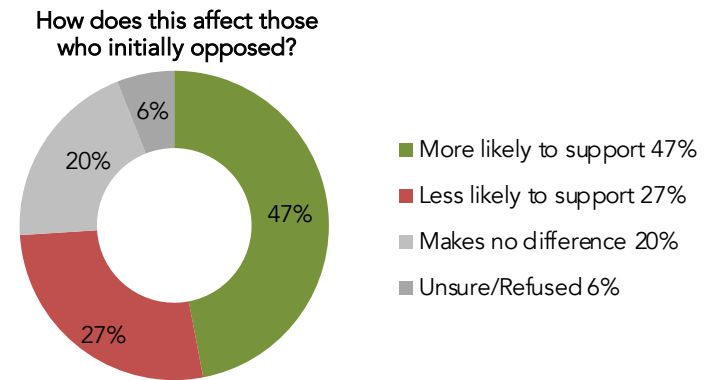
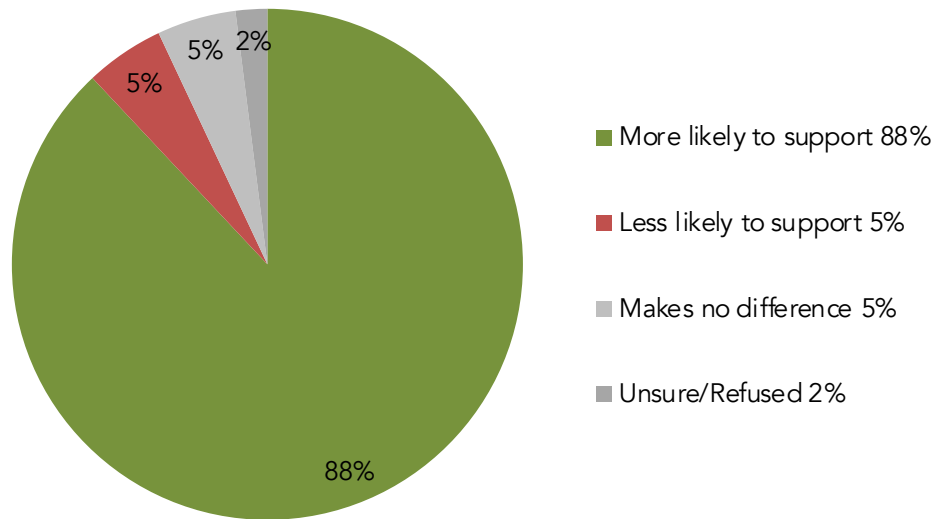
*Split sample

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Nearly nine in ten (**88%**) become more likely to support after hearing the industry supports over 49,000 well-paying, local jobs

Question: The tourism industry in (City/your community) supports over 49,000 well-paying, local jobs.



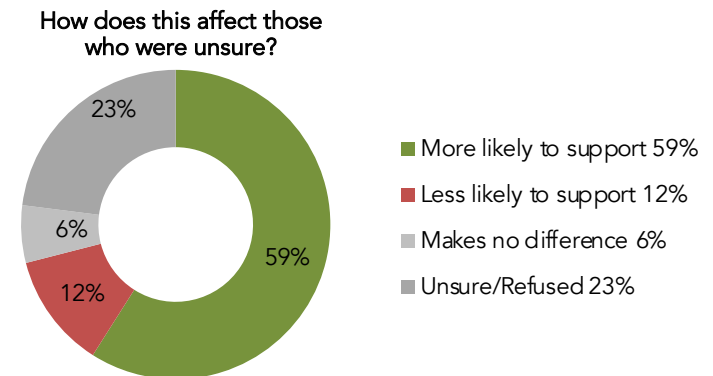
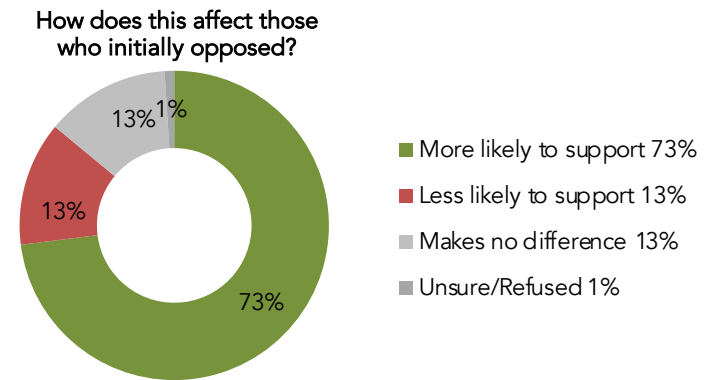
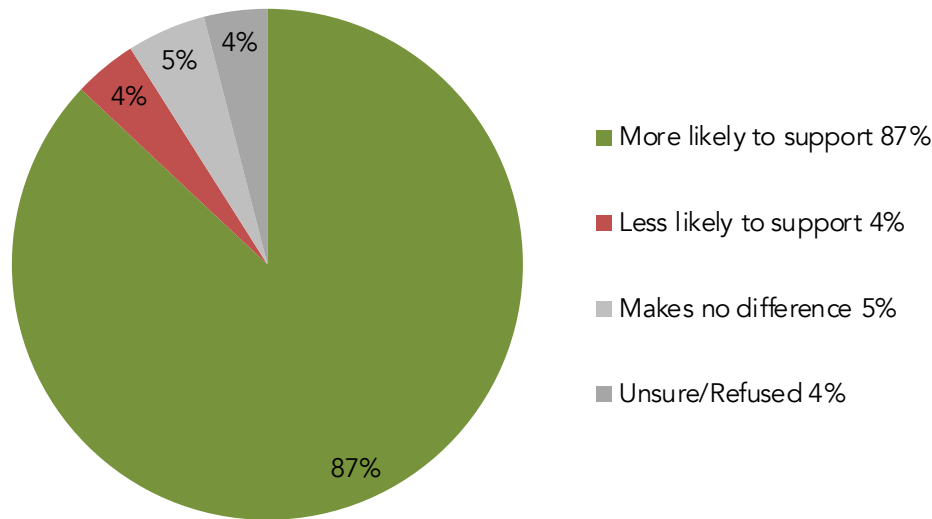
*Split sample

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Nearly nine in ten (**87%**) become more likely to support after hearing the taxes generated supports key services such as those prioritized by the respondent

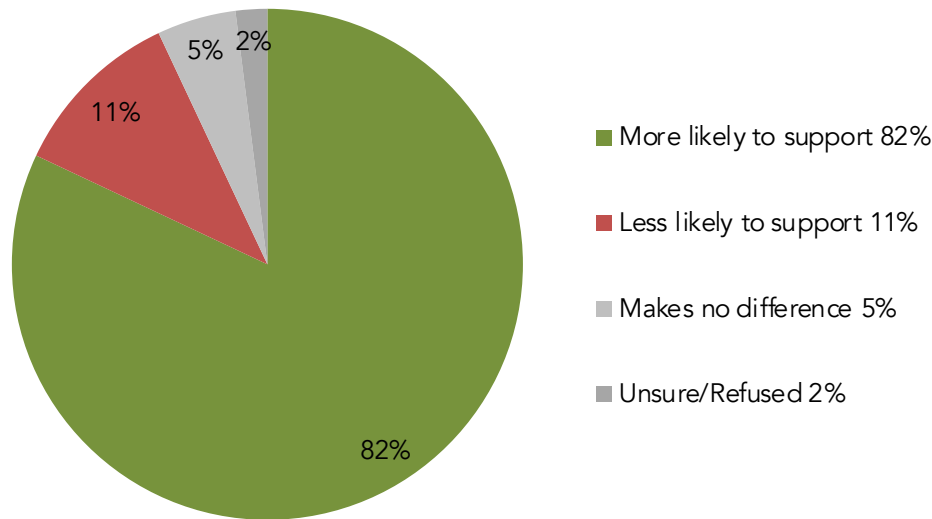
Question: The \$812 million in state and local taxes generated by the tourism industry in the Coachella Valley supports key services such as (responses from Q4)** in (City/Coachella Valley).



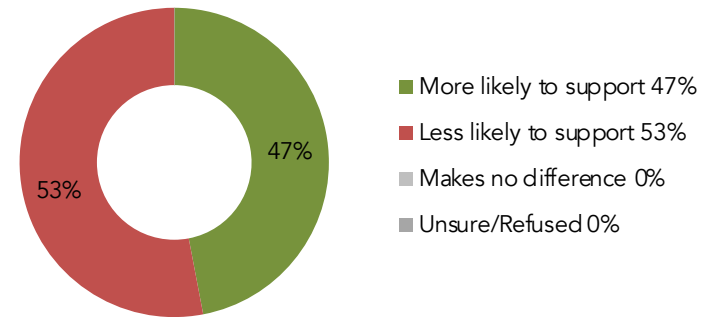
*Split sample
 **Q4 responses found on slide 8

Over eight in ten (**82%**) become more likely to support after hearing the industry saves each household an average of \$5,000/year

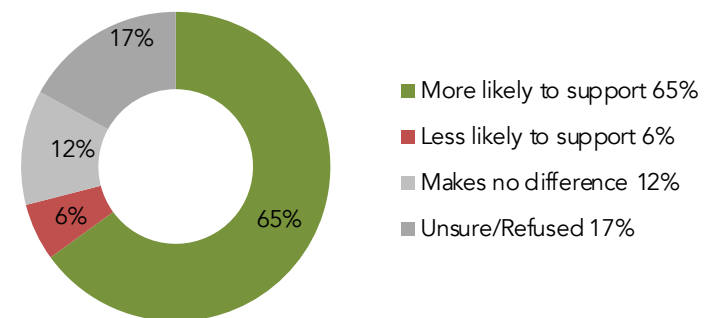
Question: Across the Coachella Valley, the tourism industry saves each household an average of \$5,000 just by the tourism tax revenues that are generated by the travel sector. This means that without the tourism industry, the average household would need to pay \$5,000 more in taxes every year to sustain the level of services provided throughout the Valley, including salaries for firefighters, police, teachers, and others.



How does this affect those who initially opposed?



How does this affect those who were unsure?



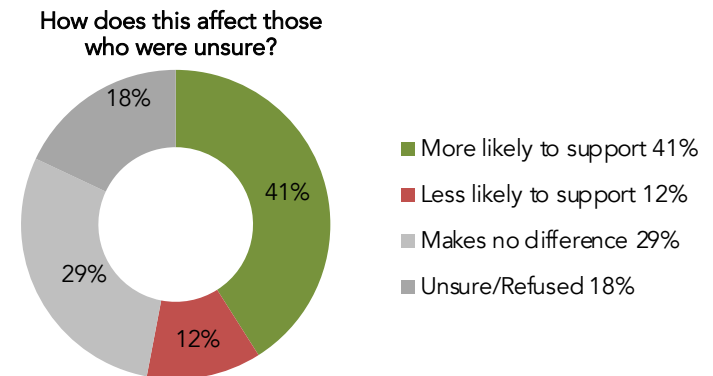
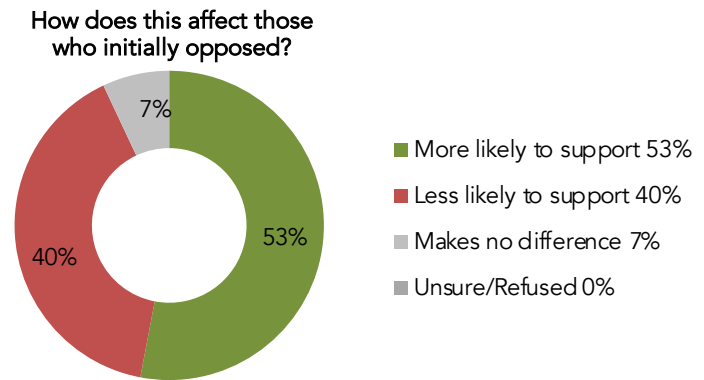
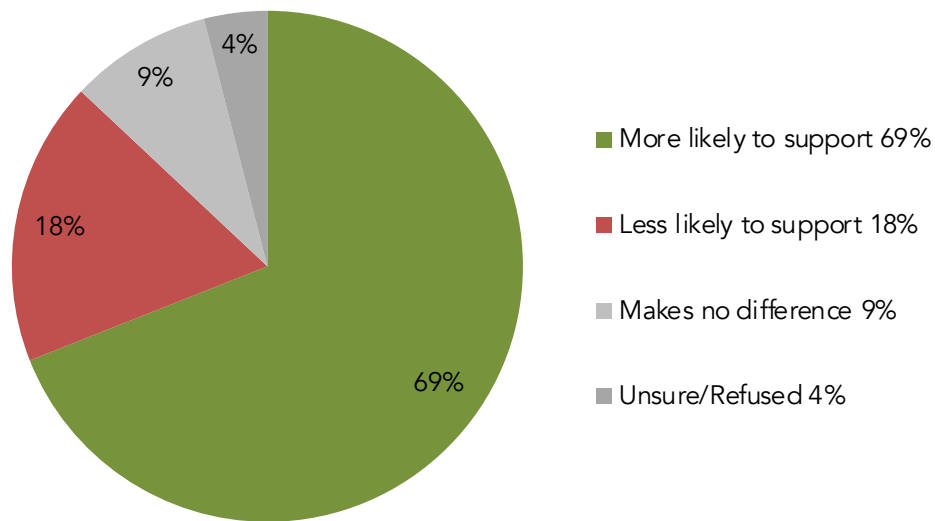
*Split sample

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Over a supermajority (69%) become more likely to support after hearing homeowners have a valuable option to rent out their properties

Question: Homeowners in the Coachella Valley often have the option to rent their properties out to visitors. Nearly one-third of the tourism dollars spent in the Coachella Valley are tied to these properties that are rented by responsible homeowners, offering options with additional privacy, greater flexibility for families, and other benefits.



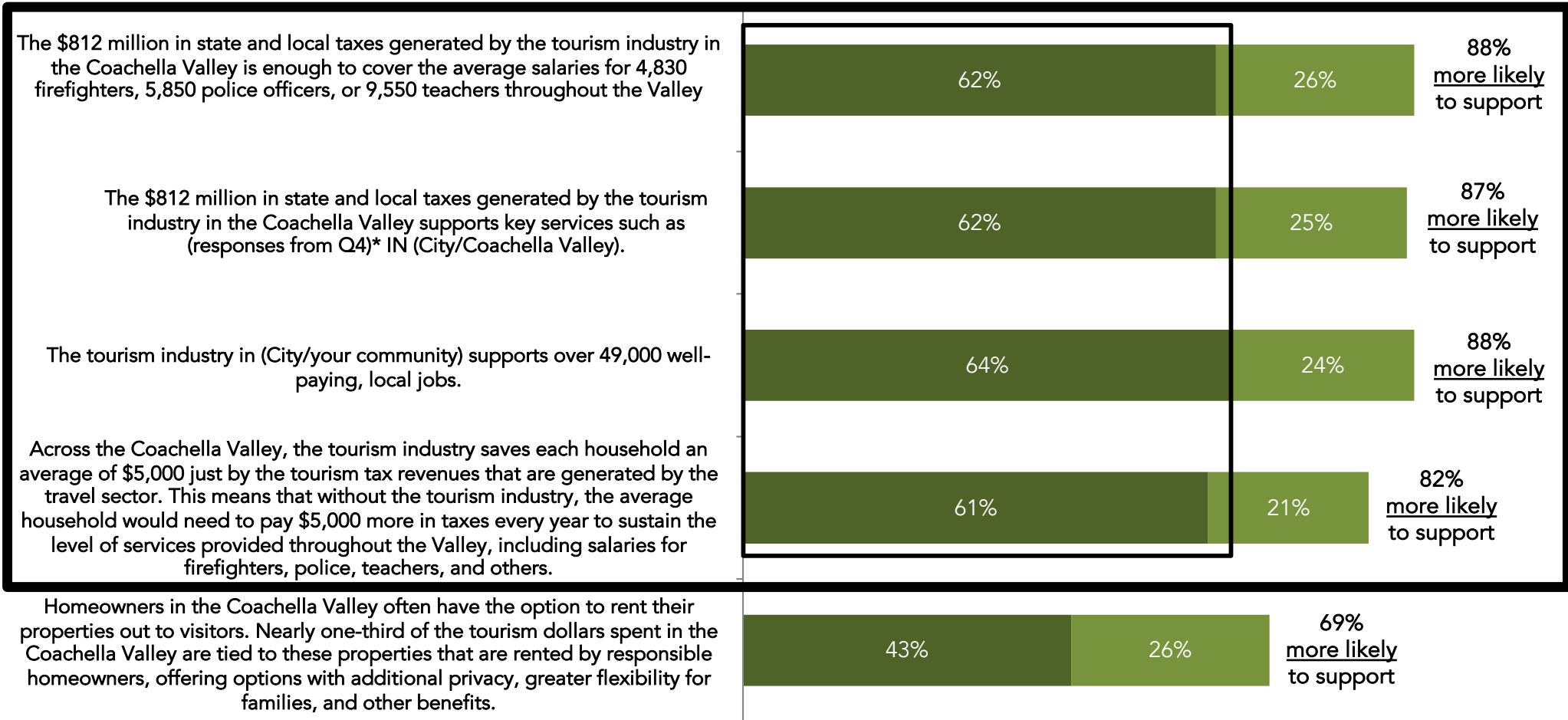
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Which messages elicit the greatest *intensity* of support?

■ Much more likely to support ■ Somewhat more likely to support



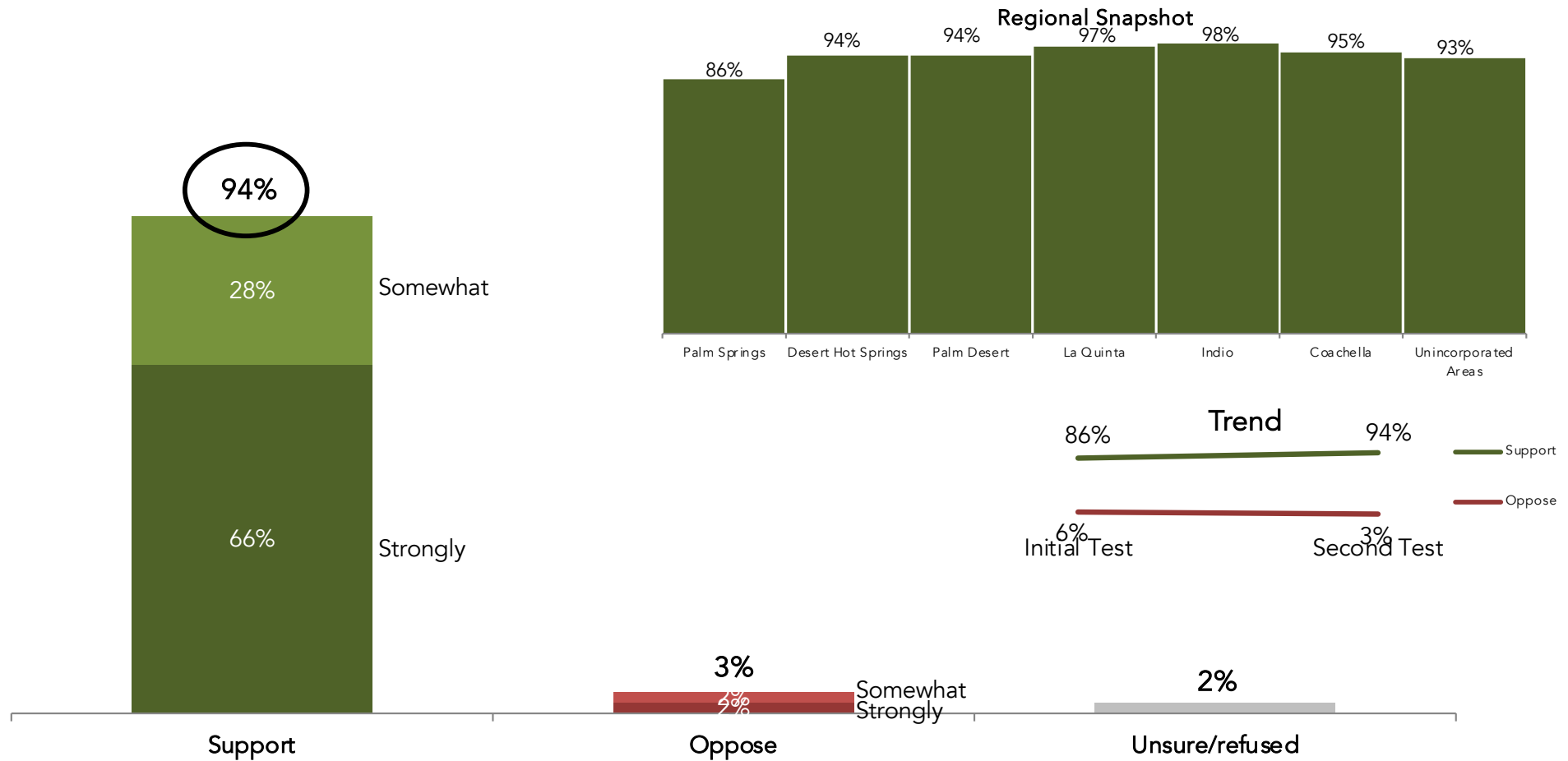
**Q4 responses found on slide 8

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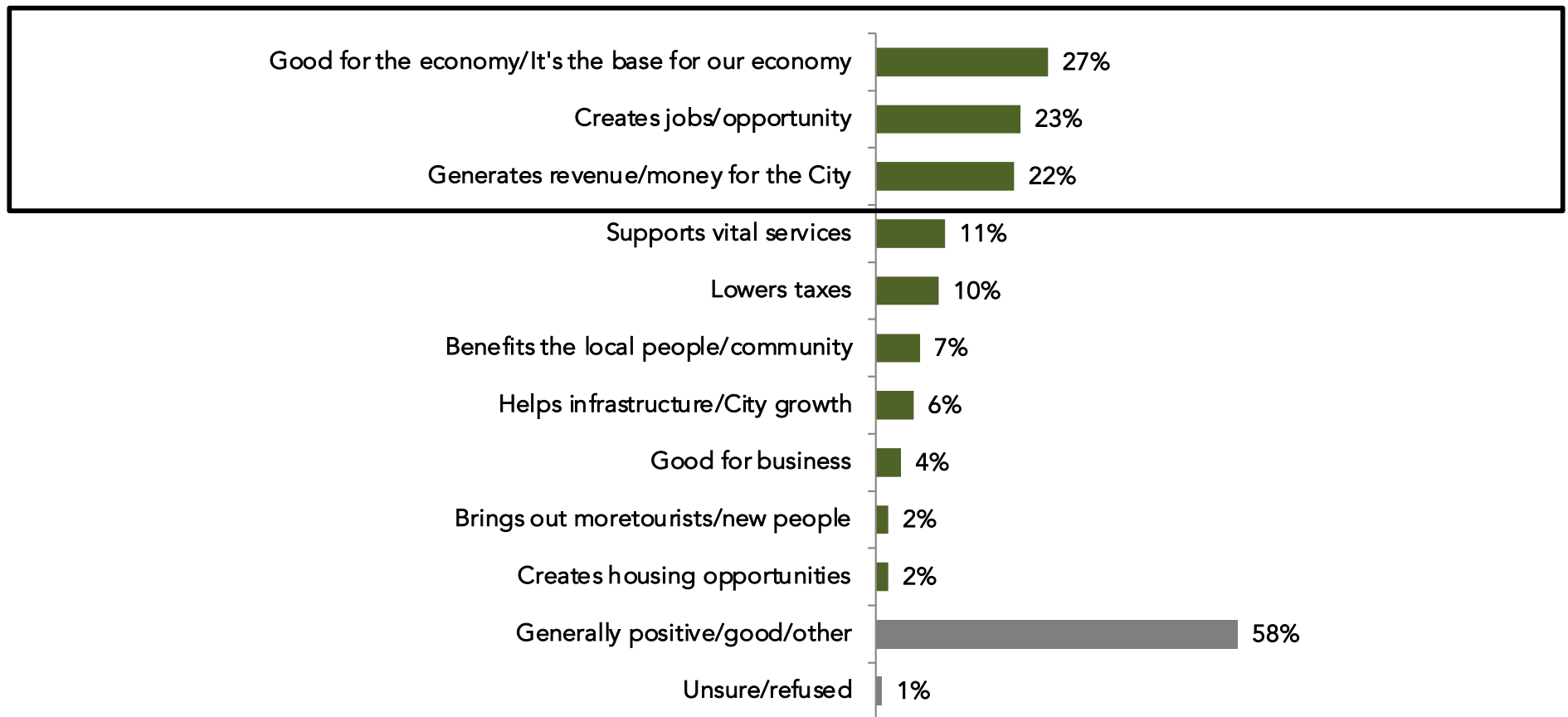
Over 9 in 10 (94%) of informed voters support the travel industry in their city/community (intensity is high)

Question: Knowing what you do now, do you support or oppose a healthy travel sector for (City/your community)?



What are the TOP reasons voters support a healthy travel sector?

Question: Thinking specifically, why do you support a healthy travel sector for (City/your community)?



**If answered "support"*

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*Focusing on the Short-Term Vacation Rentals (STVR)**

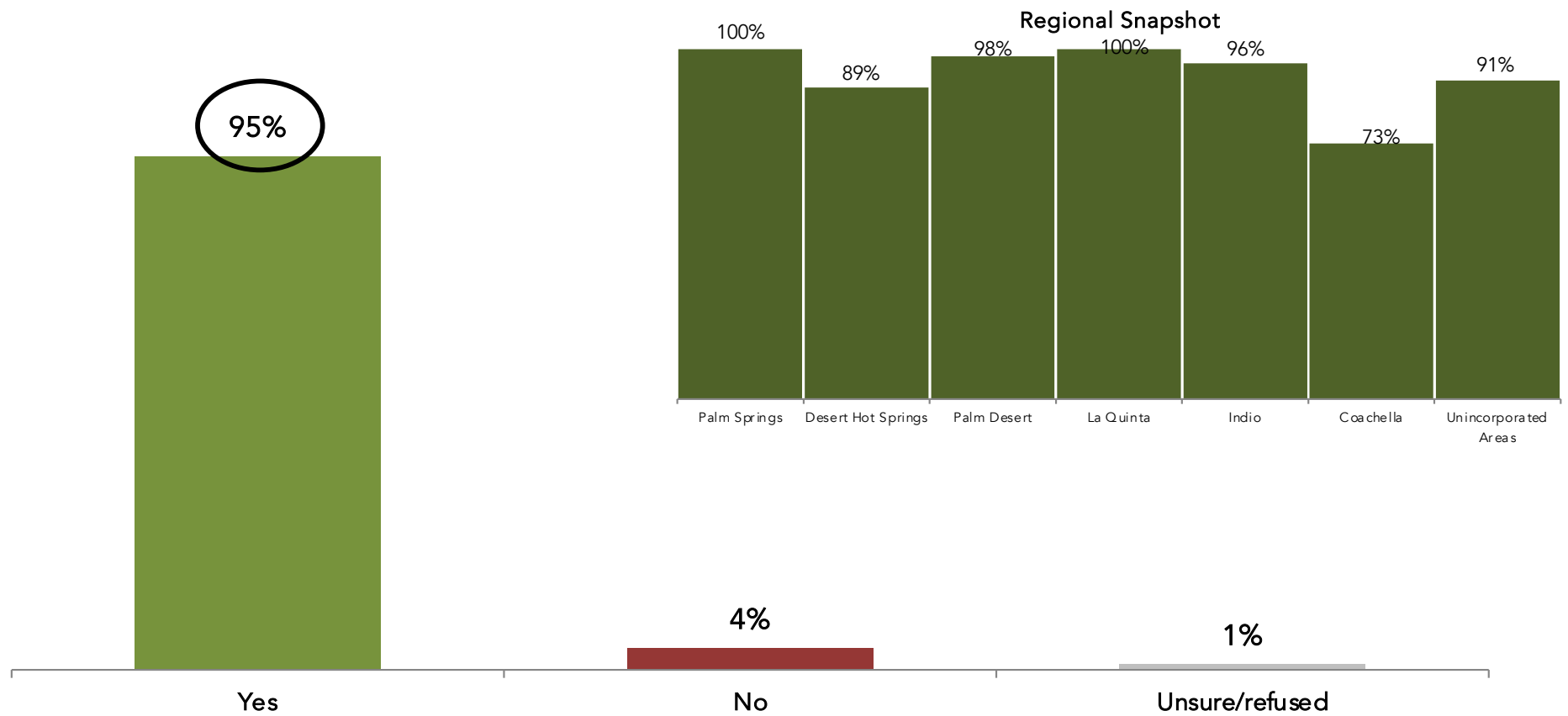
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Over 9 in 10 (95%)

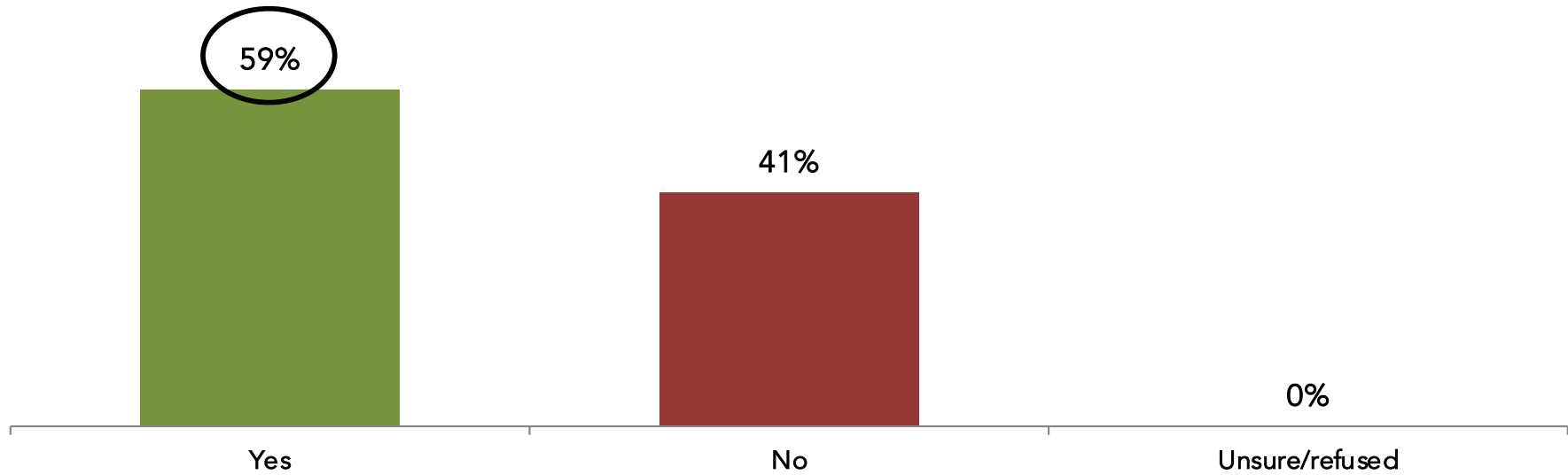
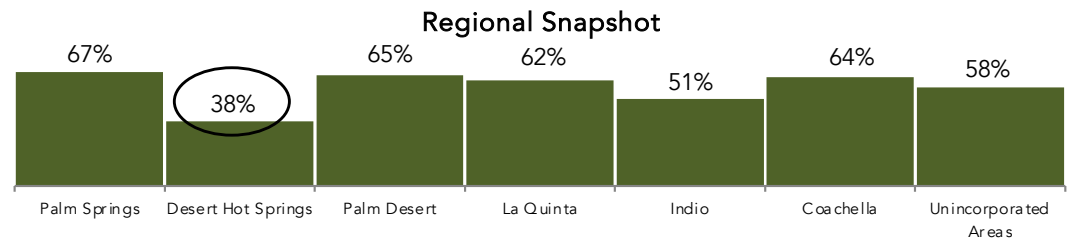
are familiar with STVRs

Question: Are you familiar with the concept of Short-Term Vacation Rentals, such as Airbnb or Vrbo?



Over a majority (59%) has stayed in an STVR outside of the Coachella Valley

Question: Have you ever stayed in a Short-Term Vacation Rental outside of the Coachella Valley?



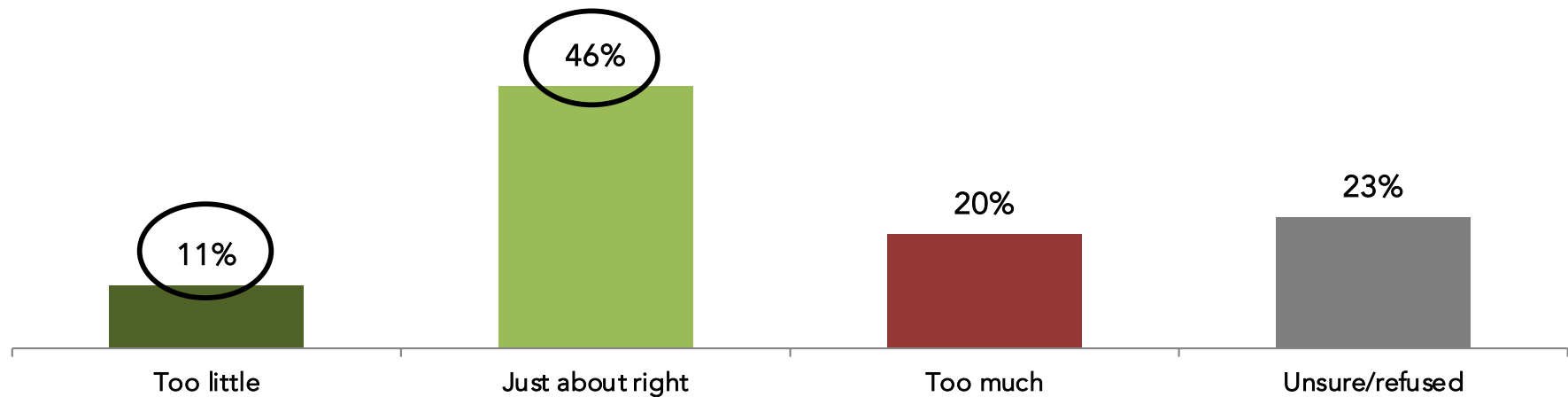
**If answered "yes"*

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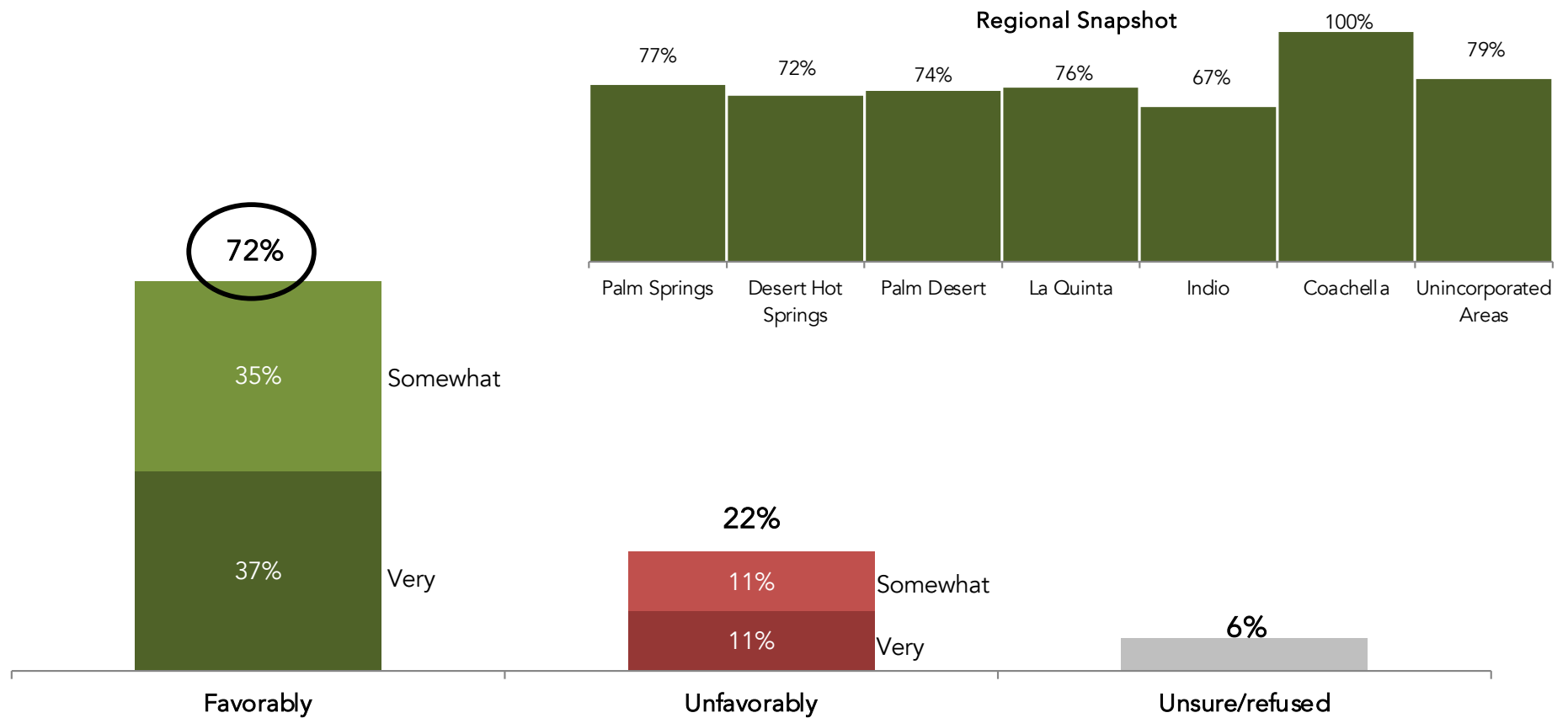
Nearly a majority (46%) say the amount of STVRs in their City/community is just about right

Question: Would you say that there are too many Short-Term Vacation Rentals in (City/your community), too little, or is the amount of Short-Term Vacation Rentals just about right?



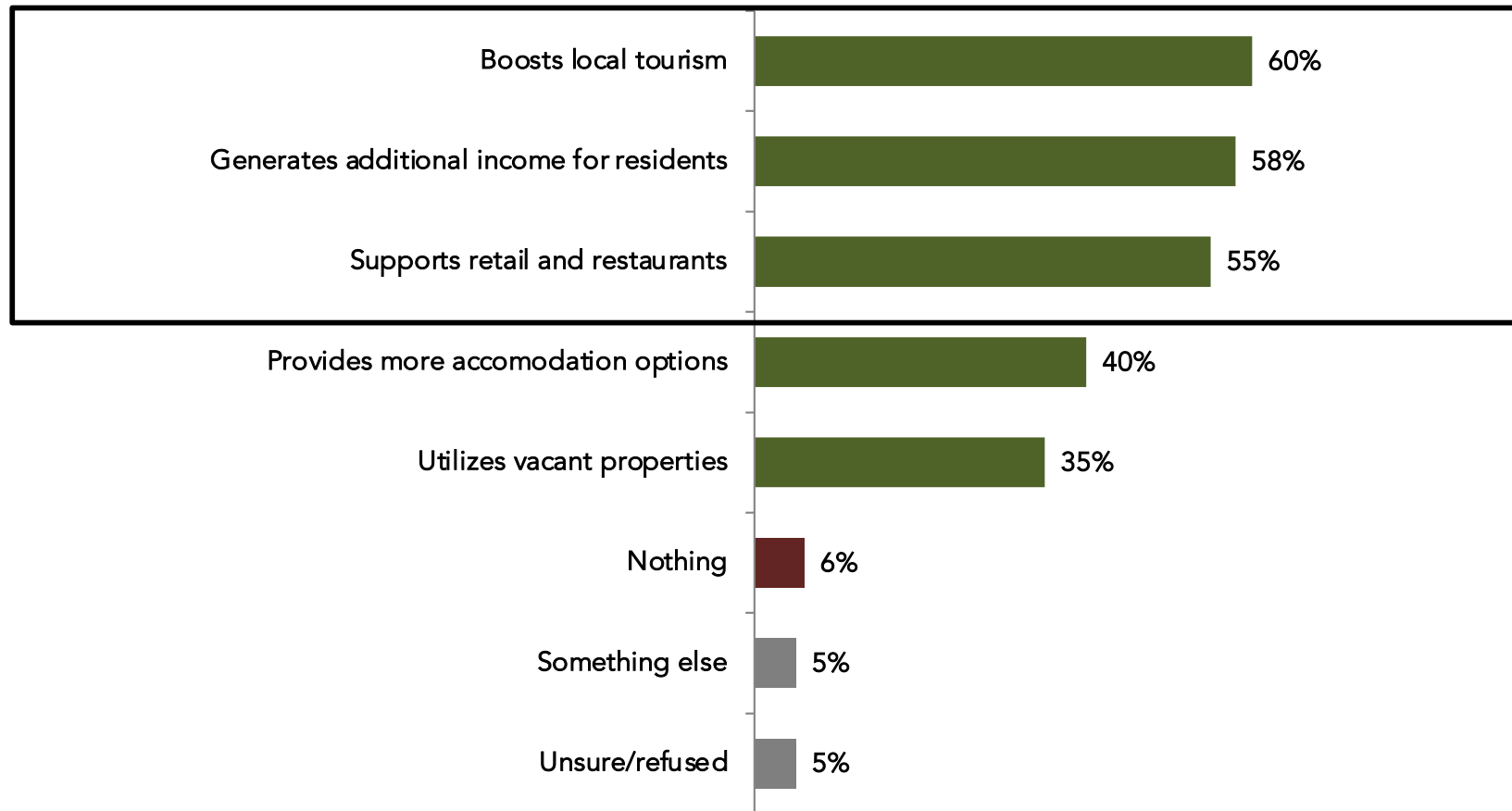
Nearly three-quarters (72%) feel favorably about STVRs in their City/community

Question: In general, do you feel favorably or unfavorably about Short-Term Vacation Rentals in (City/your community)?



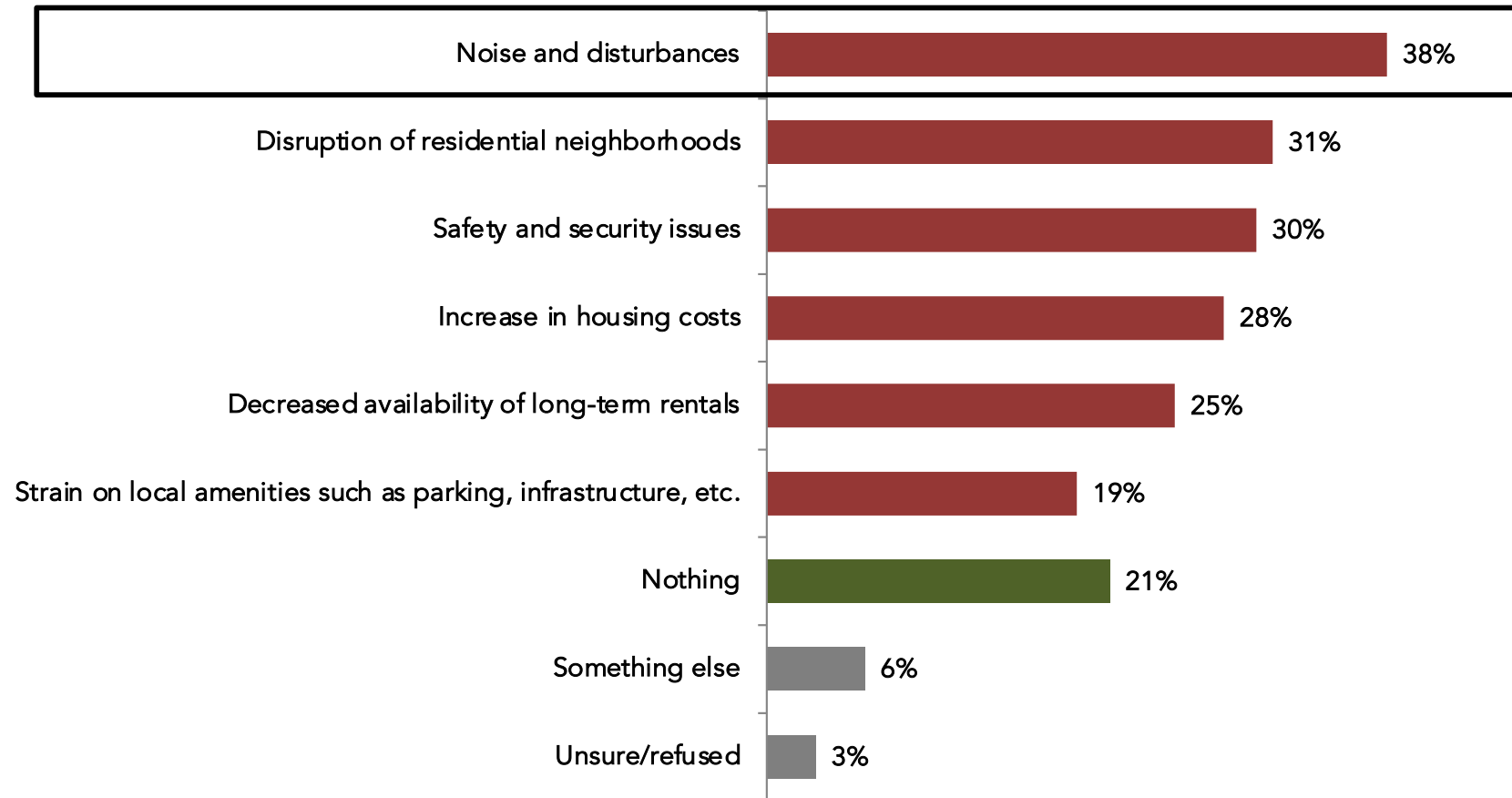
What do voters feel are the leading benefits of STVRs in their City/community?

Question: Regardless of whether you regard them favorably or unfavorably, in your opinion, what are the leading benefits of Short-Term Vacation Rentals in your (City/your community)? Choose as many as you like, or none at all.



What do voters feel are the leading concerns voters have about STVRs in their City/community?

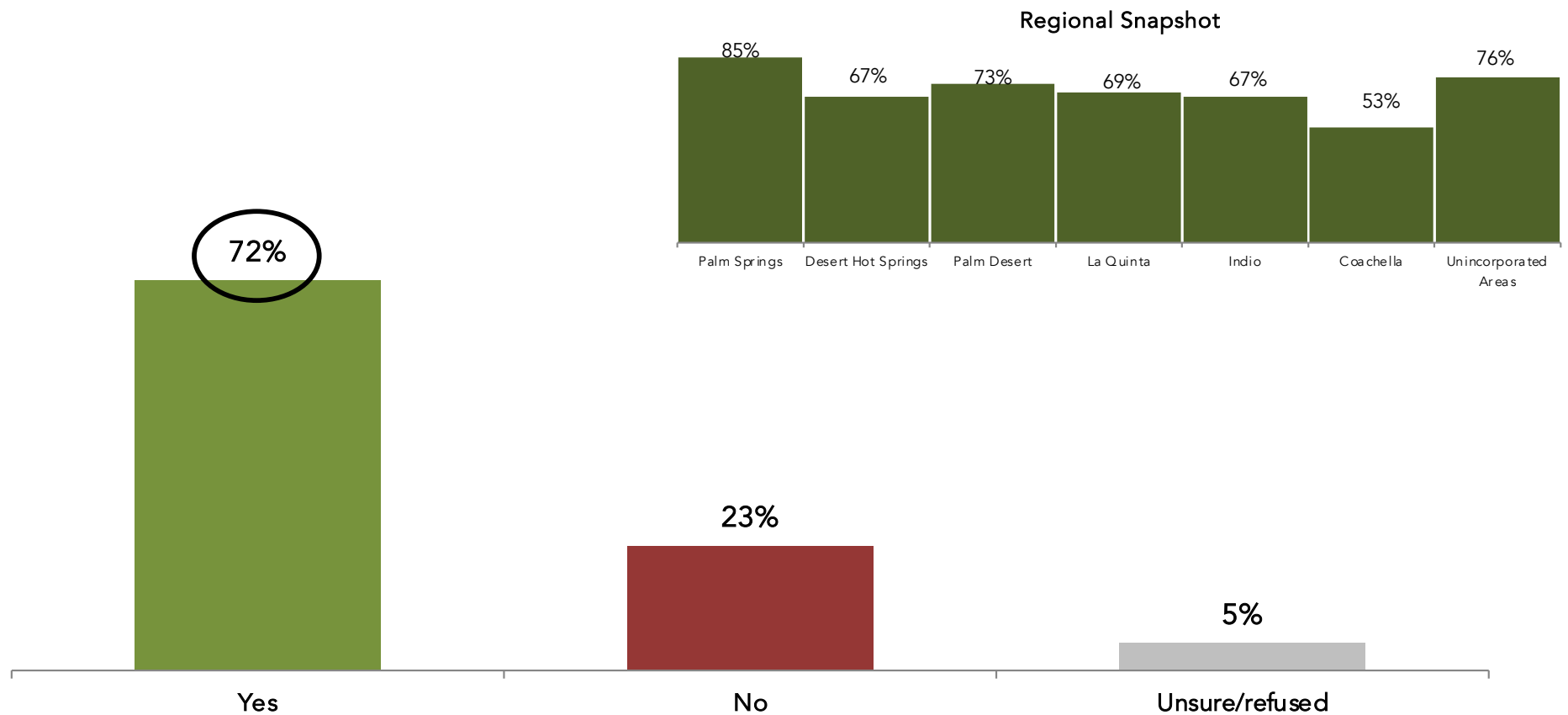
Question: Regardless of whether you regard them favorably or unfavorably, what concerns do you have, if any, about Short-Term Vacation Rentals in (City/your community)? Choose as many as you like, or none at all.



Nearly three-quarters (72%)

feel that there should be specific regulations for STVRs

Question: Do you believe there should be specific regulations for Short-Term Vacation Rentals in (City/your community)?



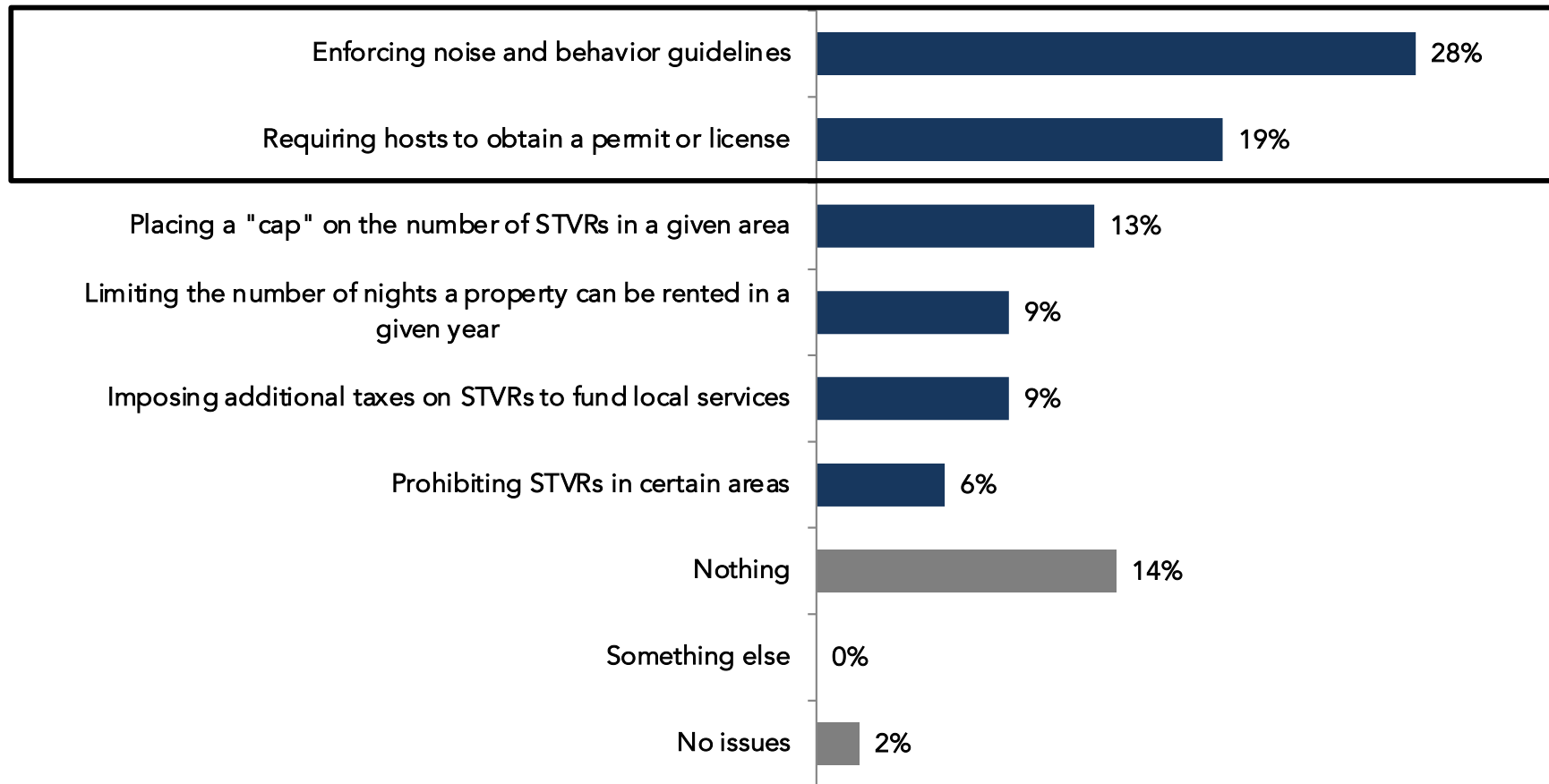
**If answered "yes"*

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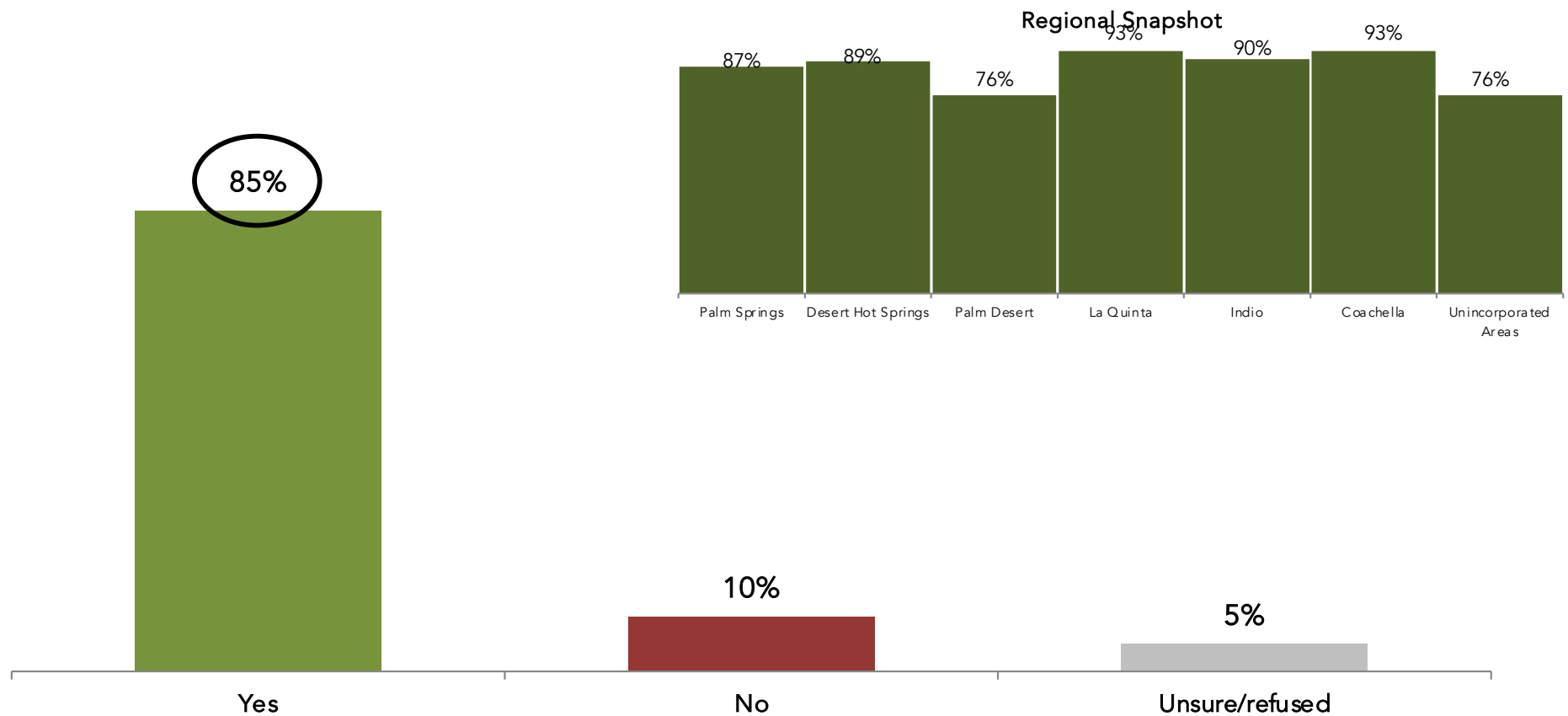
What do voters feel should be the most appropriate regulations that should apply to STVRs?

Question: Which of the following regulations, if any, do you think should apply to Short-Term Vacation Rentals in (City/your community)? Choose as many as you like, or none at all.



Nearly 9 in 10 (85%) would be willing to support STVRs in their City/community if they provide benefits they most value

Question: Would you be willing to support responsible Short-Term Vacation Rentals in (City/your community) if it provided (name the services respondent identifies in Q4**) to (City/your community)?



*If answered "yes"

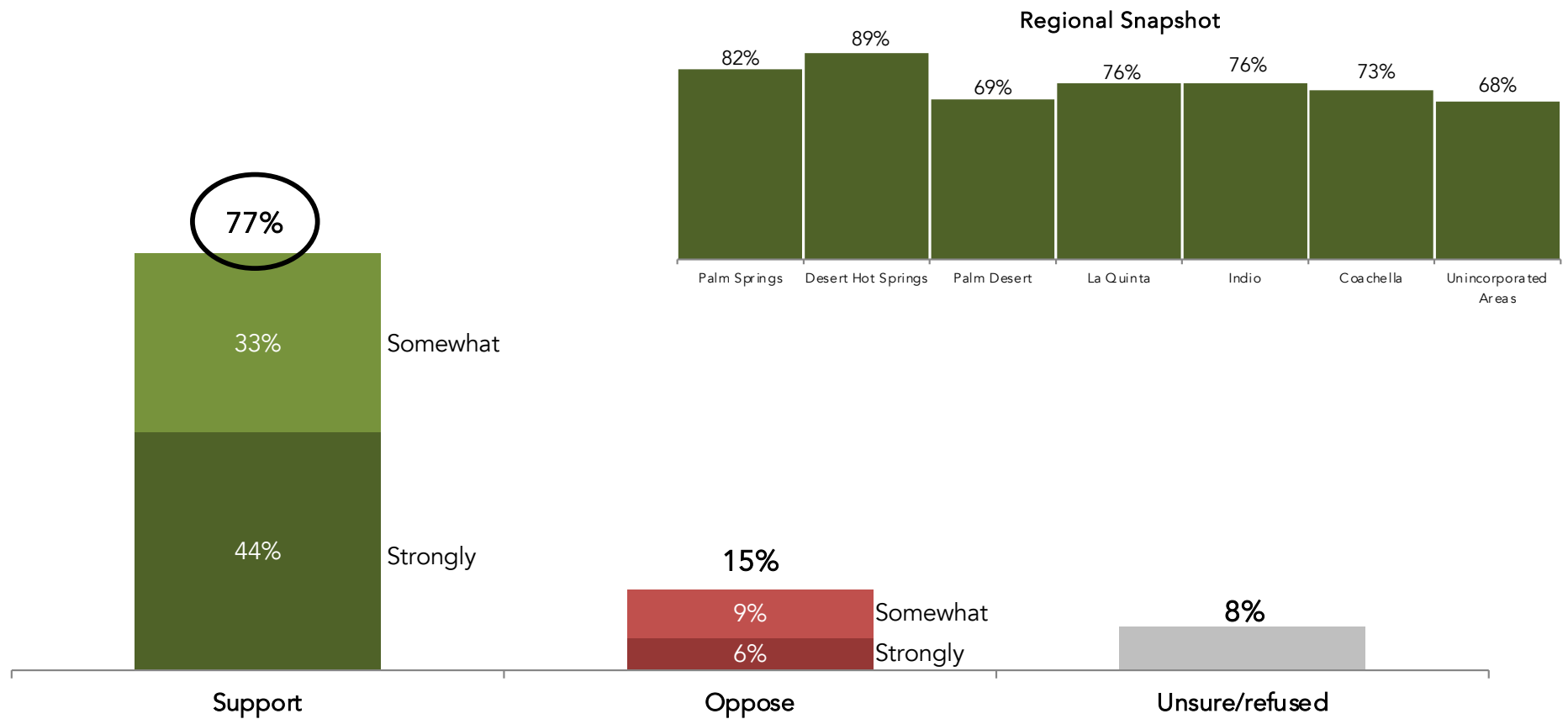
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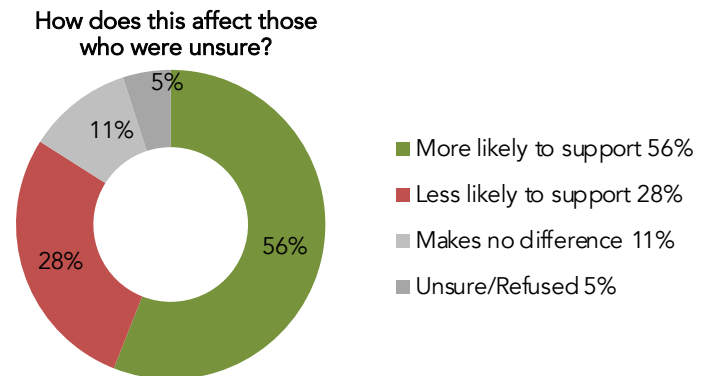
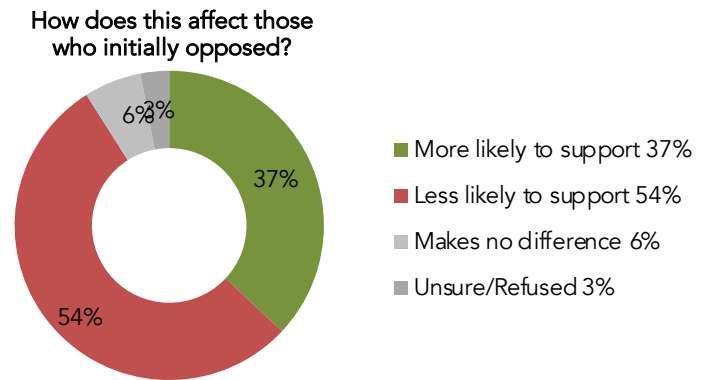
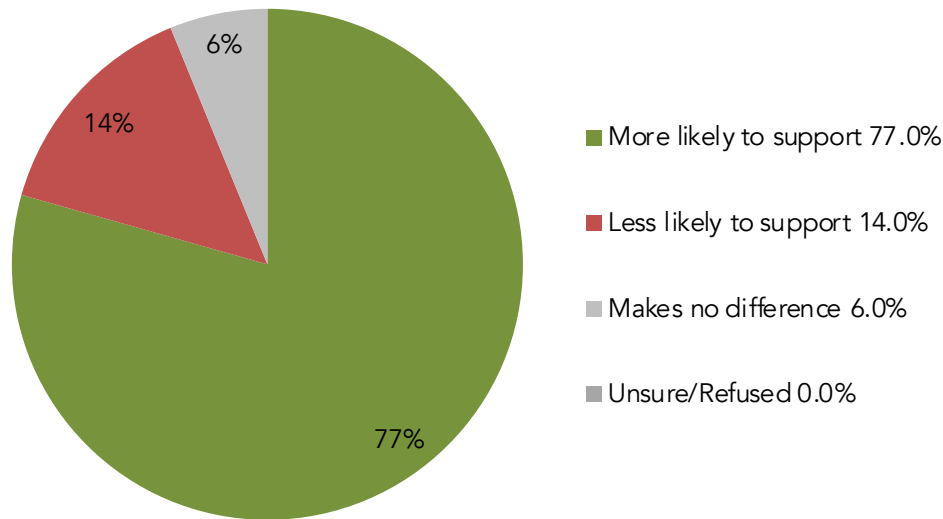
Over three-quarters (77%) support welcoming responsible STVRs in their City/community

Question: In general, do you support or oppose welcoming responsible Short-Term Vacation Rentals, otherwise known as SVTRs in (City/your community)?



Over three-quarters (77%) become more likely to support after hearing tax revenues support salaries for firefighters/police/teachers

Question: The approximately (\$2 million in state and local taxes within the City of Coachella generated by STVRs would cover the salaries for roughly 20 fire department employees, 20 police department employees, or 30 teachers/\$3 million in state and local taxes generated by STVRs within the City of Desert Hot Springs would cover the salaries for roughly 20 fire department employees, 20 police department employees, or 30 teachers/\$23 million in state and local taxes generated by STVRs within the City of Indio would cover the salaries for roughly 130 fire department employees, 160 police department employees, or 250 teachers/\$23 million in state and local taxes generated by STVRs within the City of La Quinta would cover the salaries for roughly 130 fire department employees, 160 police department employees, or 250 teachers/\$24 million in state and local taxes generated by STVRs within the City of Palm Desert would cover the salaries for roughly 150 fire department employees, 180 police department employees, or 280 teachers/\$48 million dollars in state and local taxes generated by STVRs within the City of Palm Springs would cover the salaries for roughly 280 fire department employees, 340 police department employees, or 540 teachers/\$136 million in state and local taxes generated by STVRs within the Coachella Valley would cover the average salaries for 810 firemen, 980 police officers, or 1,600 teachers) in (the City/ Coachella Valley).

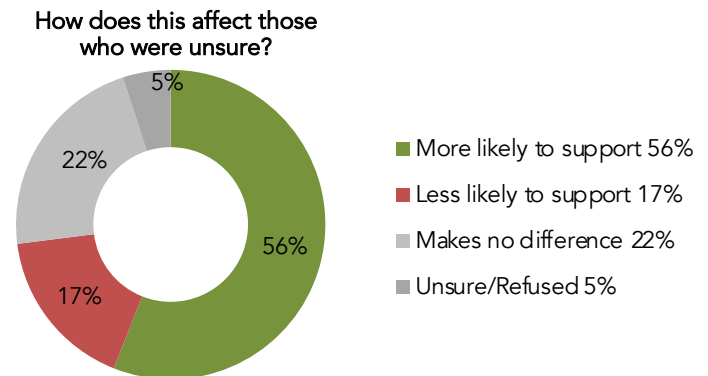
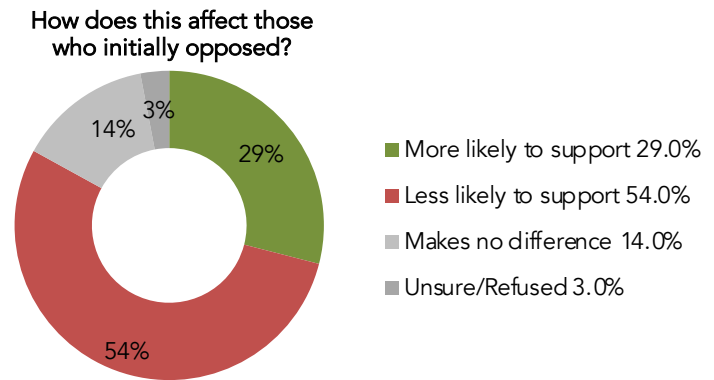
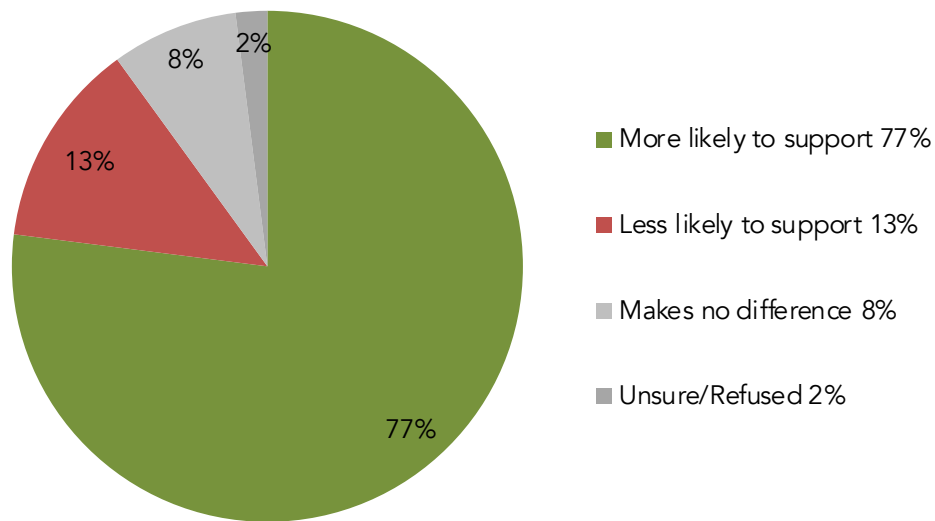


*Split sample
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Over three-quarters (77%) become more likely to support after hearing STVRs support well-paying, local jobs

Question: Short-Term Vacation Rentals generate approximately 30% of tourism spending in (City/Coachella Valley), which supports (128/98/717/747/883/1,456/4,811) well-paying, local jobs.

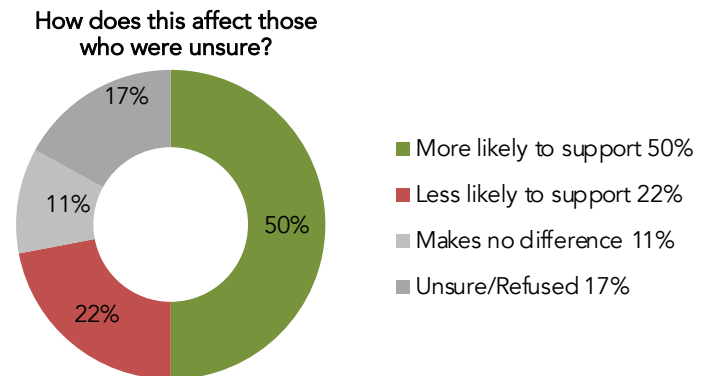
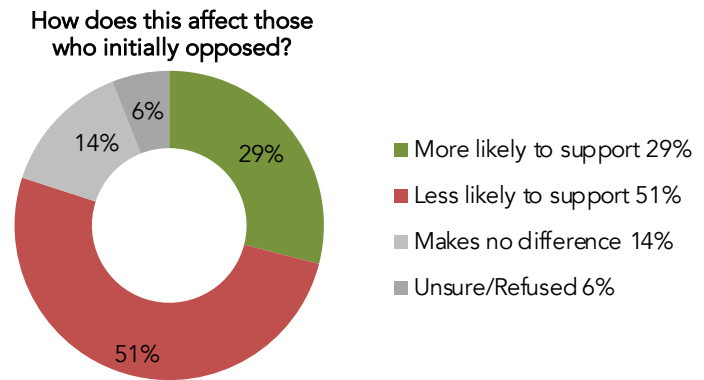
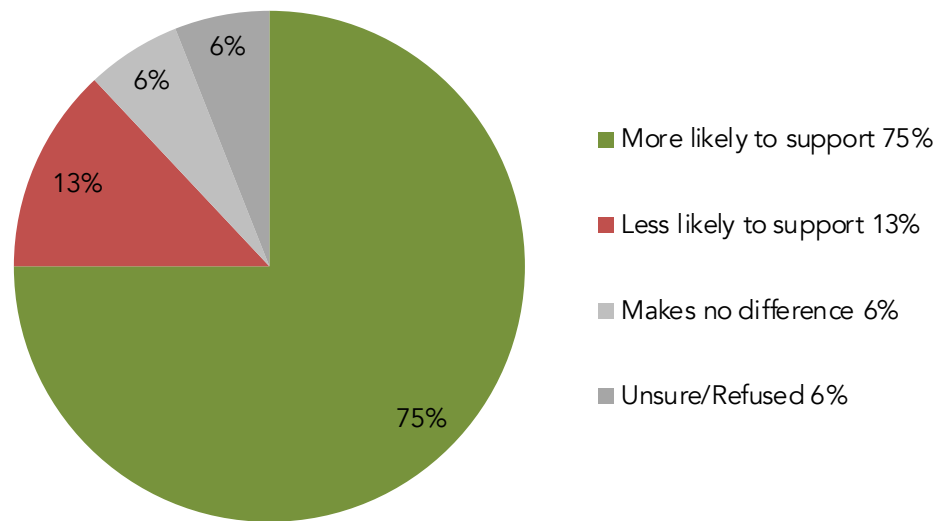


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Three-quarters (75%) become more likely to support after hearing tax revenues support key services prioritized by the respondent

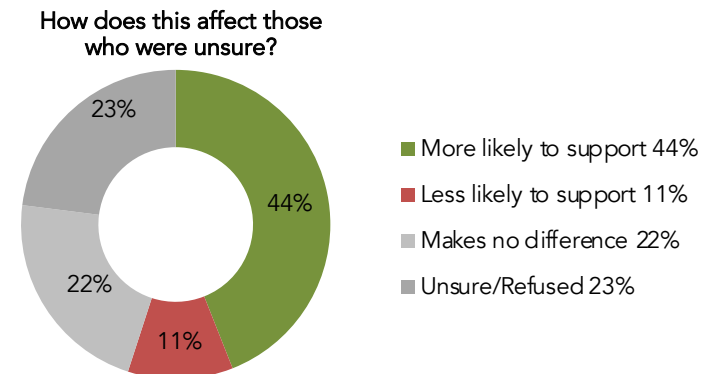
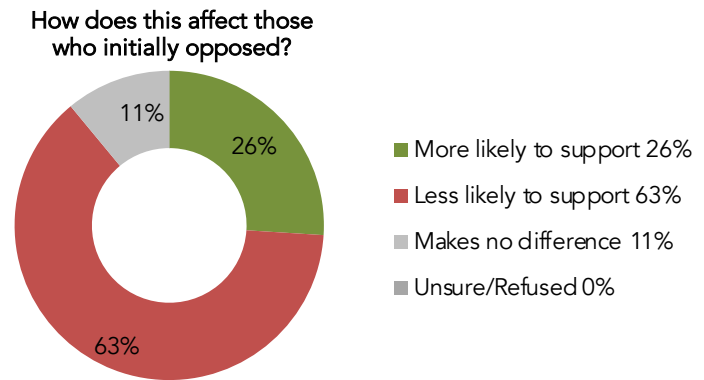
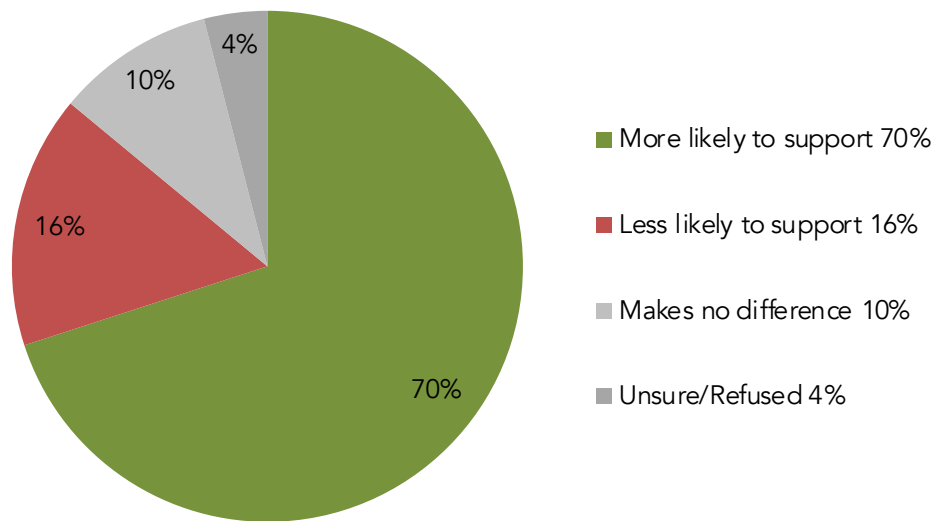
Question: The \$(2/3/23/24/48/136) million in state and local taxes generated by Short-Term Vacation Rentals in (the City of Coachella/the City of Desert Hot Springs/the City of Indio/the City of La Quinta/the City of Palm Desert/the City of Palm Springs/Coachella Valley) supports key services such as (responses from Q4**) in (City/Coachella Valley).



*Split sample
 **Q4 responses found on slide 8

Seven in ten (70%) become more likely to support after hearing homeowners have a valuable option to rent out their properties

Question: Homeowners in (City/your community) have the option to rent their properties out to visitors. Nearly one-third of the tourism dollars spent in the Coachella are tied to these properties that are rented by responsible homeowners, offering options with additional privacy, greater flexibility for families, and other benefits.

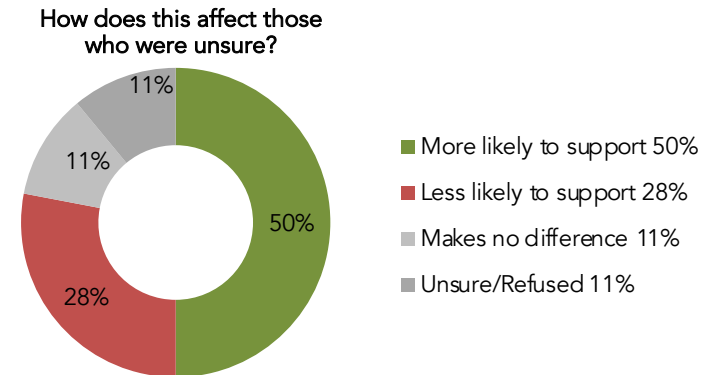
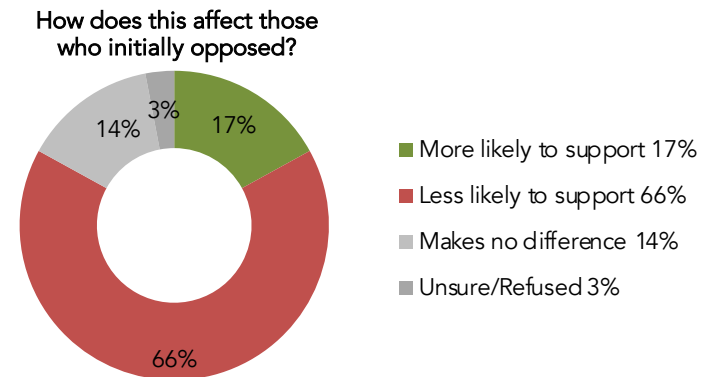
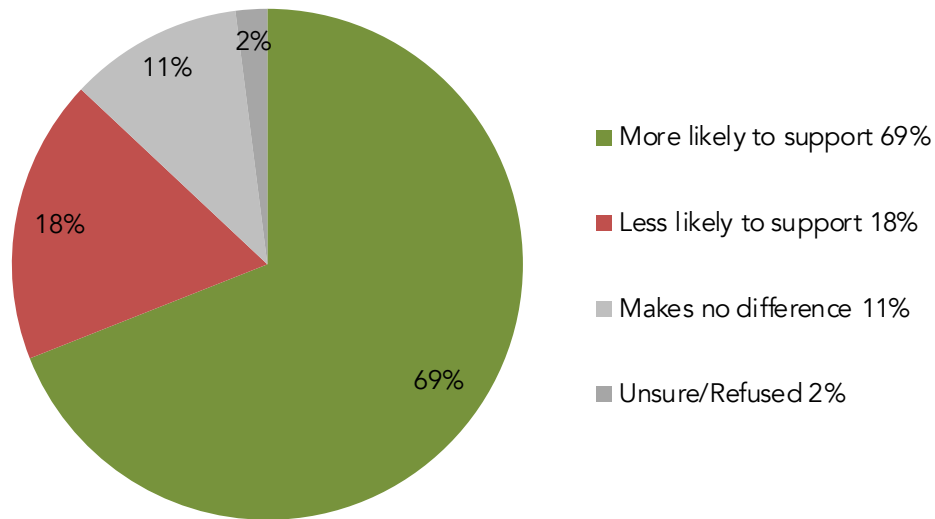


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Over a supermajority (69%) become more likely to support after hearing STVRs save each household an average of \$1,500/year

Question: Across the Coachella Valley, Short-Term Vacation Rentals save each household an average of \$1,500 just by the tourism tax revenues that are generated by the travel sector.

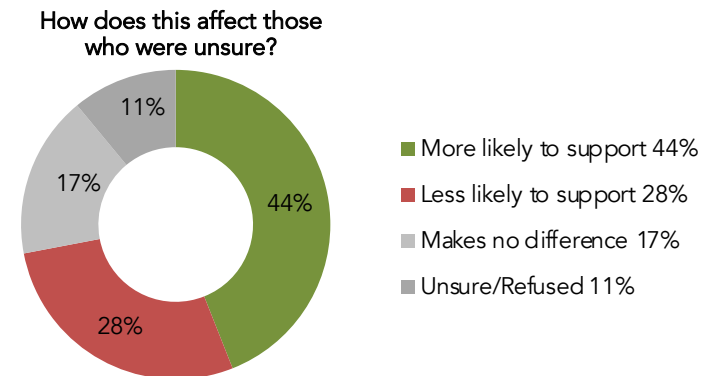
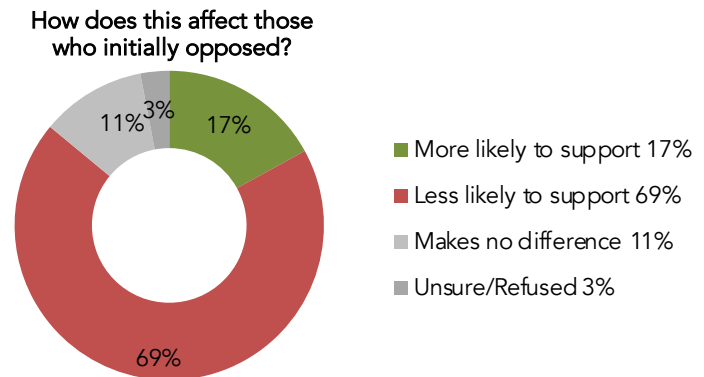
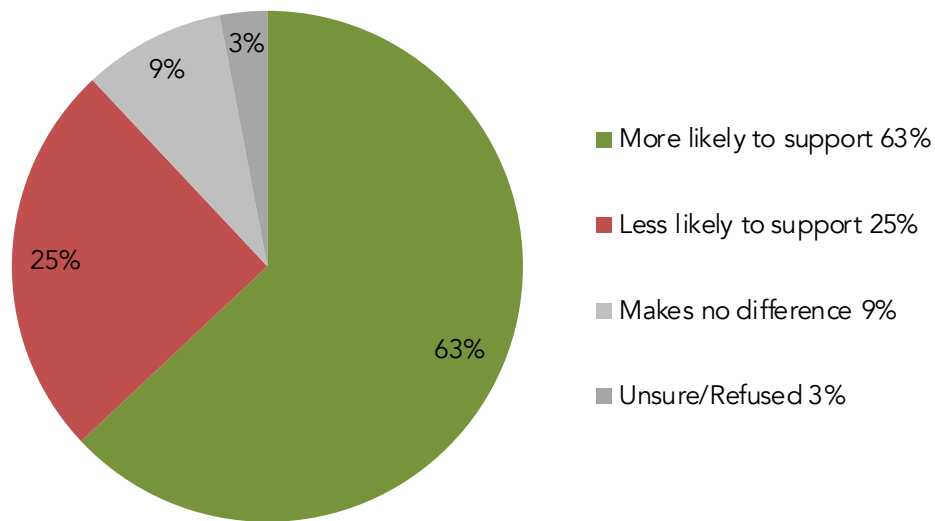


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Over a majority (63%) become more likely to support after hearing remotely-owned homes are occupied, discouraging criminal activity while spurring local tourism revenues

Question: Approximately one-half of homes in the Coachella Valley are remotely owned – meaning that they are owned by people from out of town and not occupied year-round. Allowing responsible Short-Term Vacation Rentals means these homes that would otherwise sit empty for much of the year are occupied, discouraging break-ins, burglary, and other criminal activity while bringing visitors who spend at local businesses and restaurants and generate tax revenues that allow the Valley’s cities to deliver critical city services.

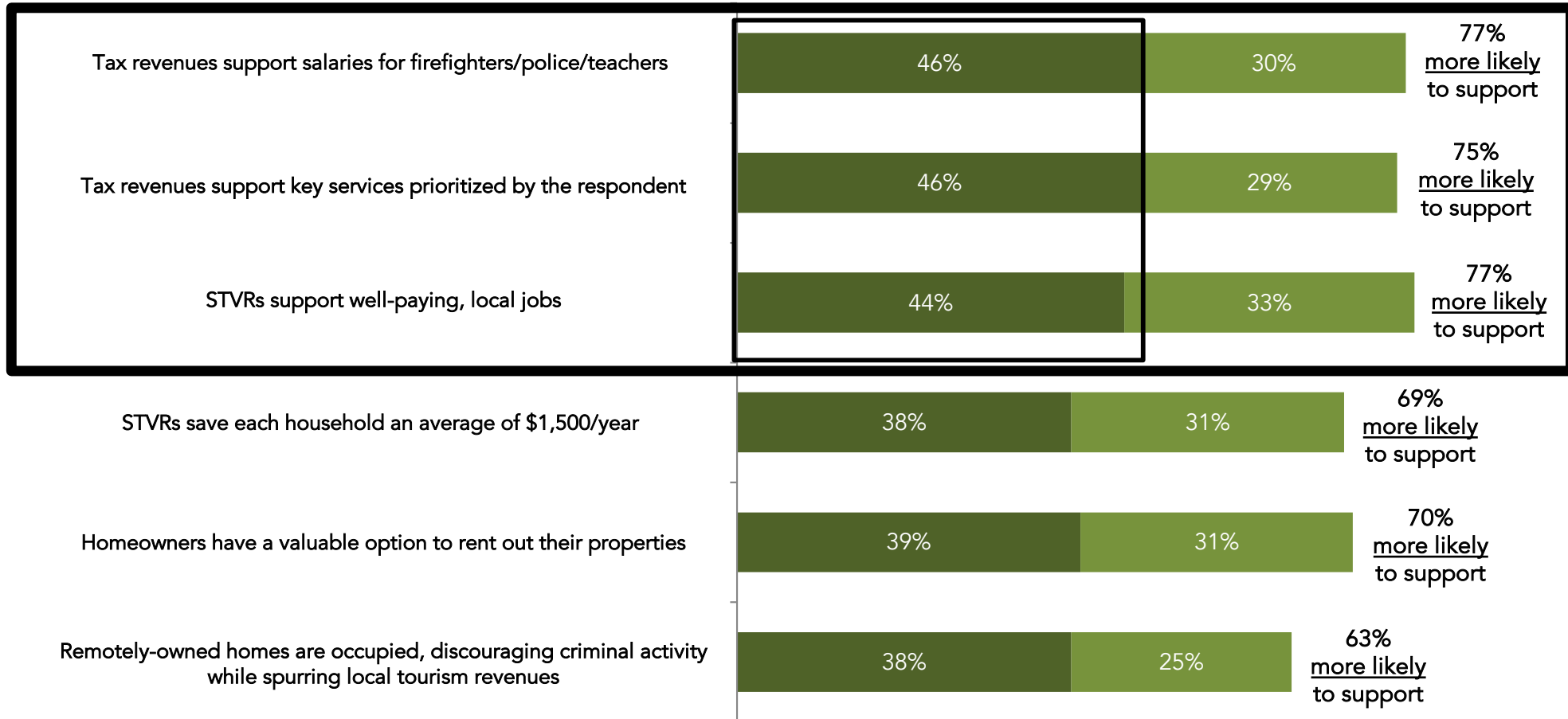


*Split sample
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Which messages elicit the greatest *intensity* of support?

■ Much more likely to support ■ Somewhat more likely to support

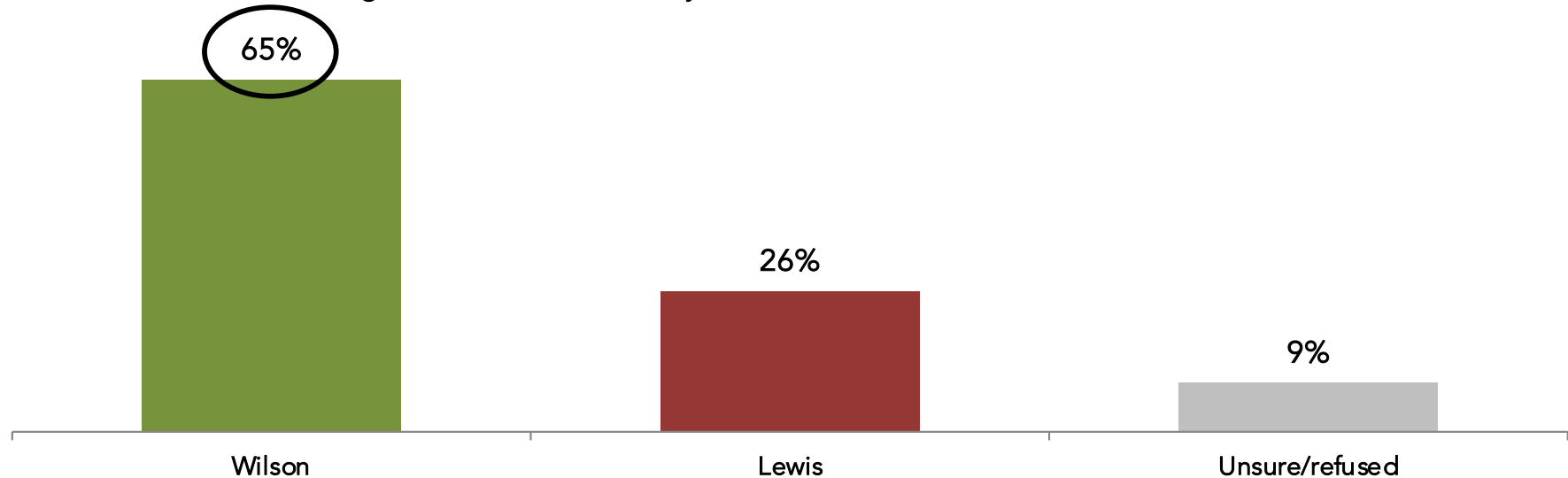


Nearly a supermajority (65%) agree with Wilson who says he supports responsible STVRs in his community

Question: Now I am going to read to you some statements of local residents. Please listen to each statement and tell me with whom you agree more.

WILSON says: "I support responsible Short-Term Vacation Rentals in (City/Coachella Valley). Short-Term Vacation Rentals deliver tens of millions of dollars in local tourism spending that supports local jobs, as well as millions of dollars in local tax revenues that support our firefighters, police officers and other critical city services."

LEWIS says: "I oppose Short-Term Vacation Rentals in (City/Coachella Valley). This is about more than profits for the few, it's about what we want our communities to be. We have neighborhoods without any real neighbors anymore, there's nowhere to park, plus loud parties from visitors, trash left outside and even crime. It's just not worth it. Short-Term Vacation Rentals are not the right fit for our community."

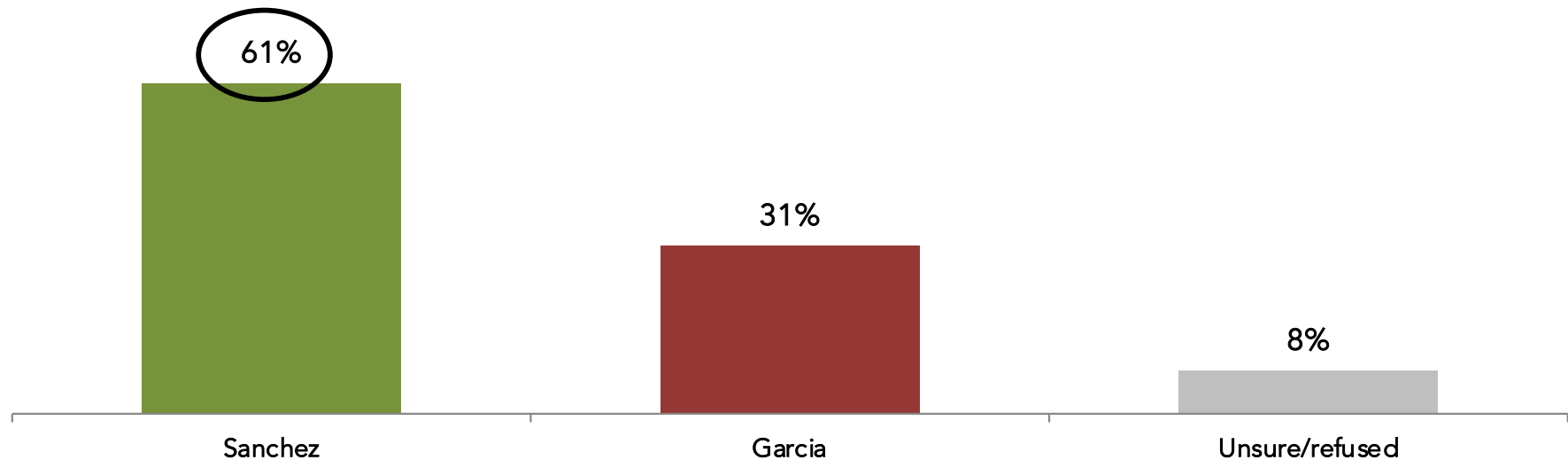


A majority (61%) agree with Sanchez who says he supports STVRs

Question: Now I am going to read to you some statements of local residents. Please listen to each statement and tell me with whom you agree more.

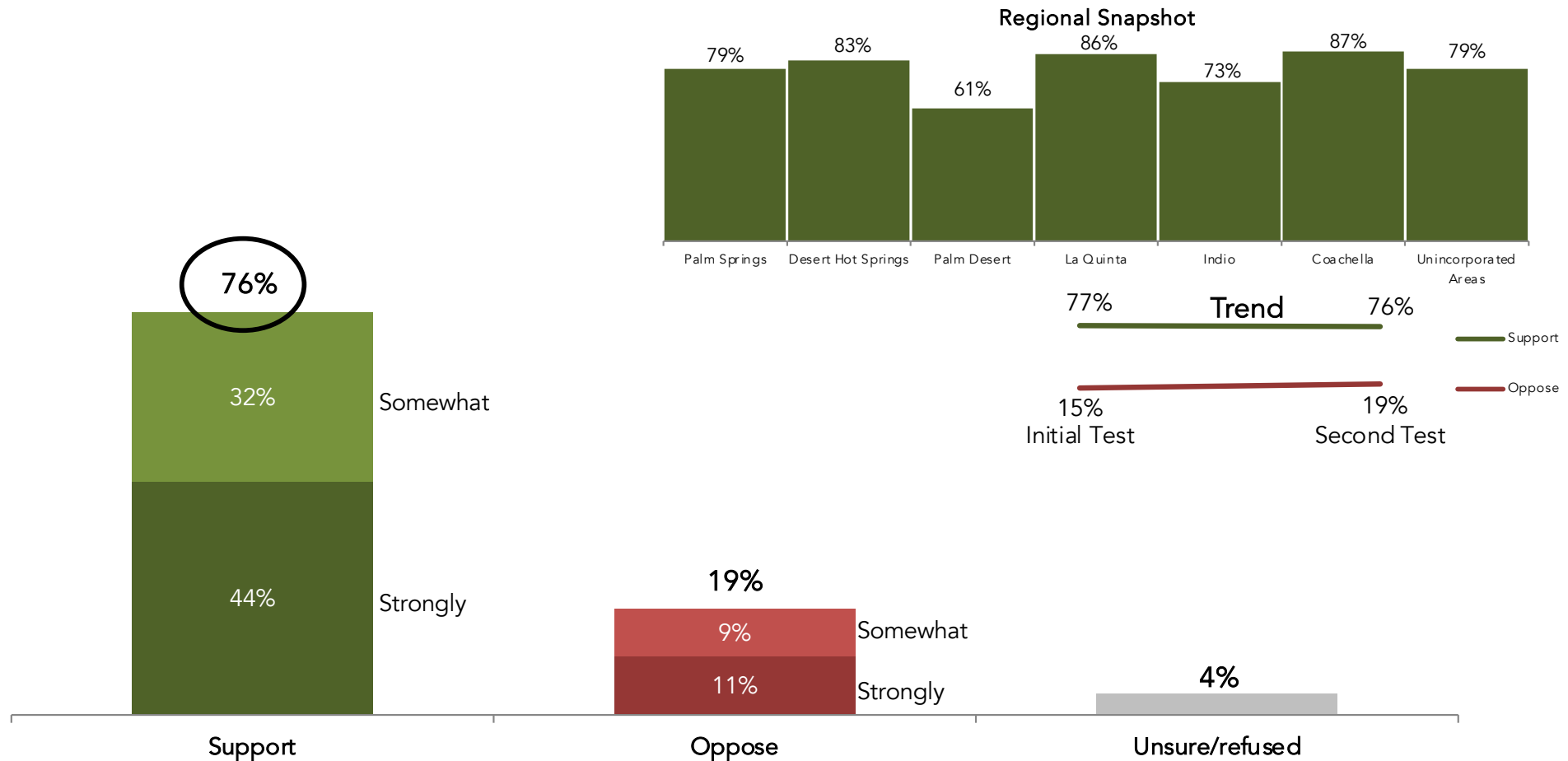
GARCIA says: "I oppose Short-Term Vacation Rentals, which just reduce available housing for local residents, making housing unaffordable for all but the wealthy."

SANCHEZ says: "I support Short-Term Vacation Rentals. It's not only a matter of private property rights, but responsible Short-Term Vacation Rentals improve neighborhoods by ensuring that part-time properties and second homes are fully maintained, while also generating much needed revenues to support city services for all of our residents. If we have an affordable housing problem in (City/Coachella Valley), then our (city's elected leaders/elected leaders) need to make policies that encourage responsible development of new housing that is affordable for our community's residents."



Over three-quarters (76%) of informed voters support allowing STVRs in their City/Community

Question: Knowing what you do now, do you support or oppose allowing responsible Short-Term Vacation Rentals in (City/Coachella Valley)?



What is the TOP reason voters support allowing STVRs?

Question: Thinking specifically, why do you support allowing responsible Short-Term Vacation Rentals in (City/Coachella Valley)?



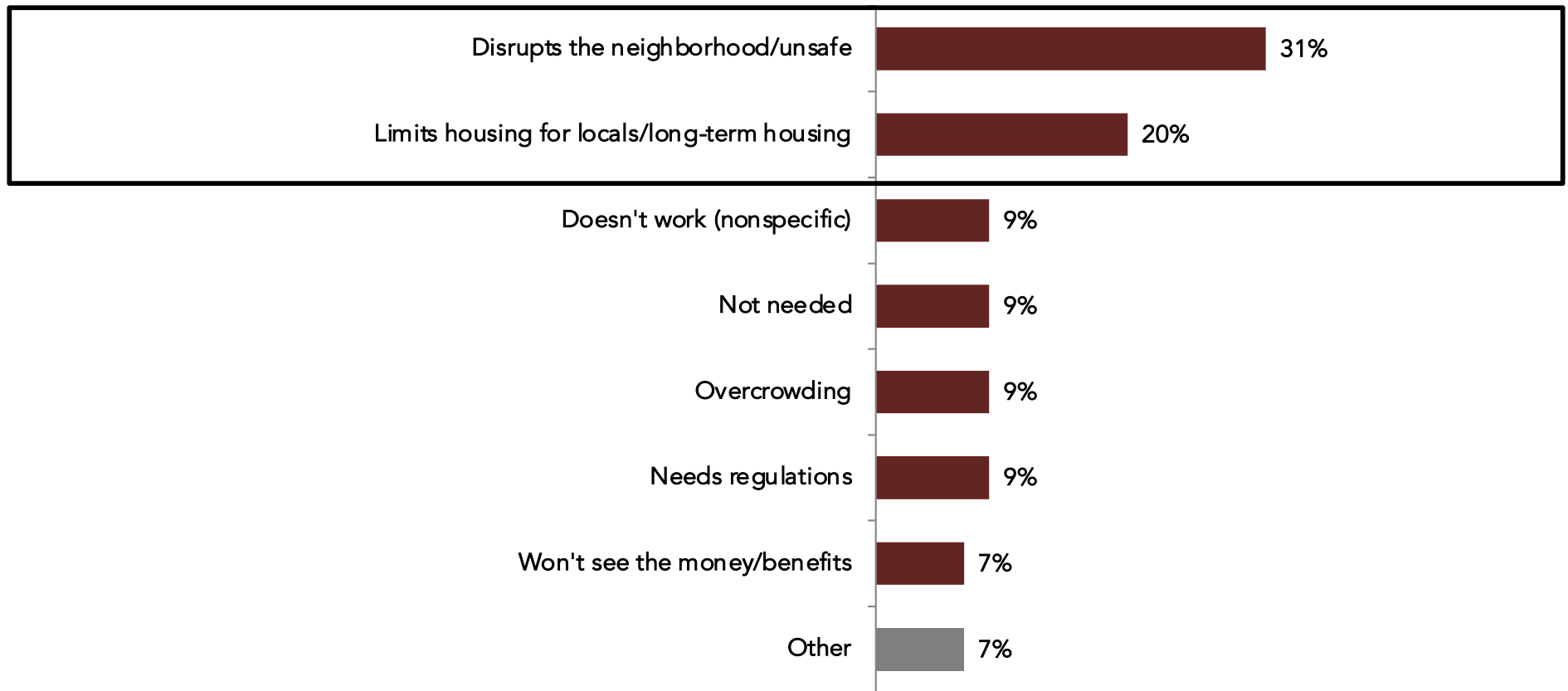
**If answered "support"*

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What are the TOP reasons 19% of voters oppose allowing STVRs?

Question: Thinking specifically, why do you oppose allowing responsible Short-Term Vacation Rentals in (City/Coachella Valley)?



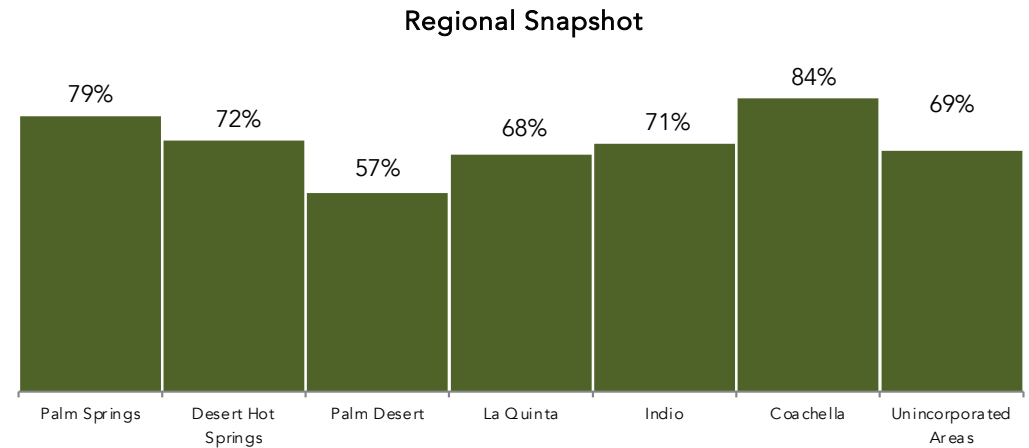
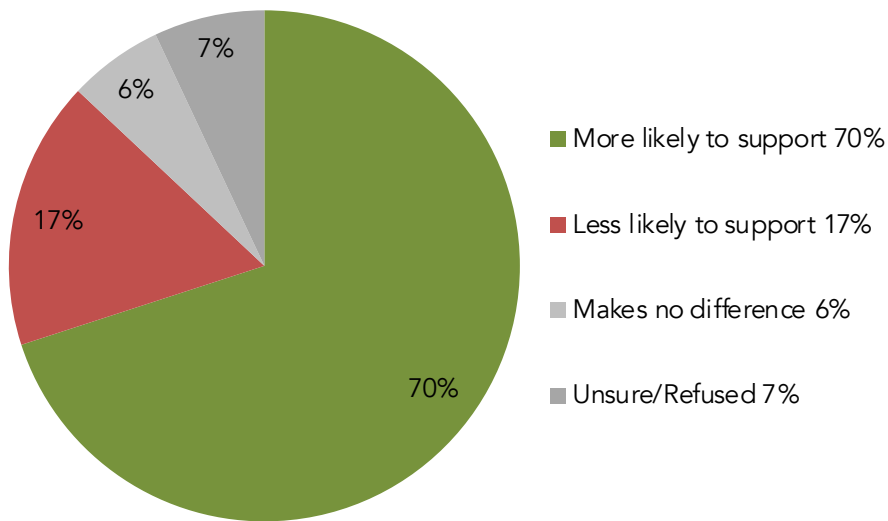
**If answered "oppose"*

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Over a supermajority (70%) become more likely to support STVRs after hearing that banning them could result in the loss of tens of millions of dollars in tax revenues and funding that supports city critical services

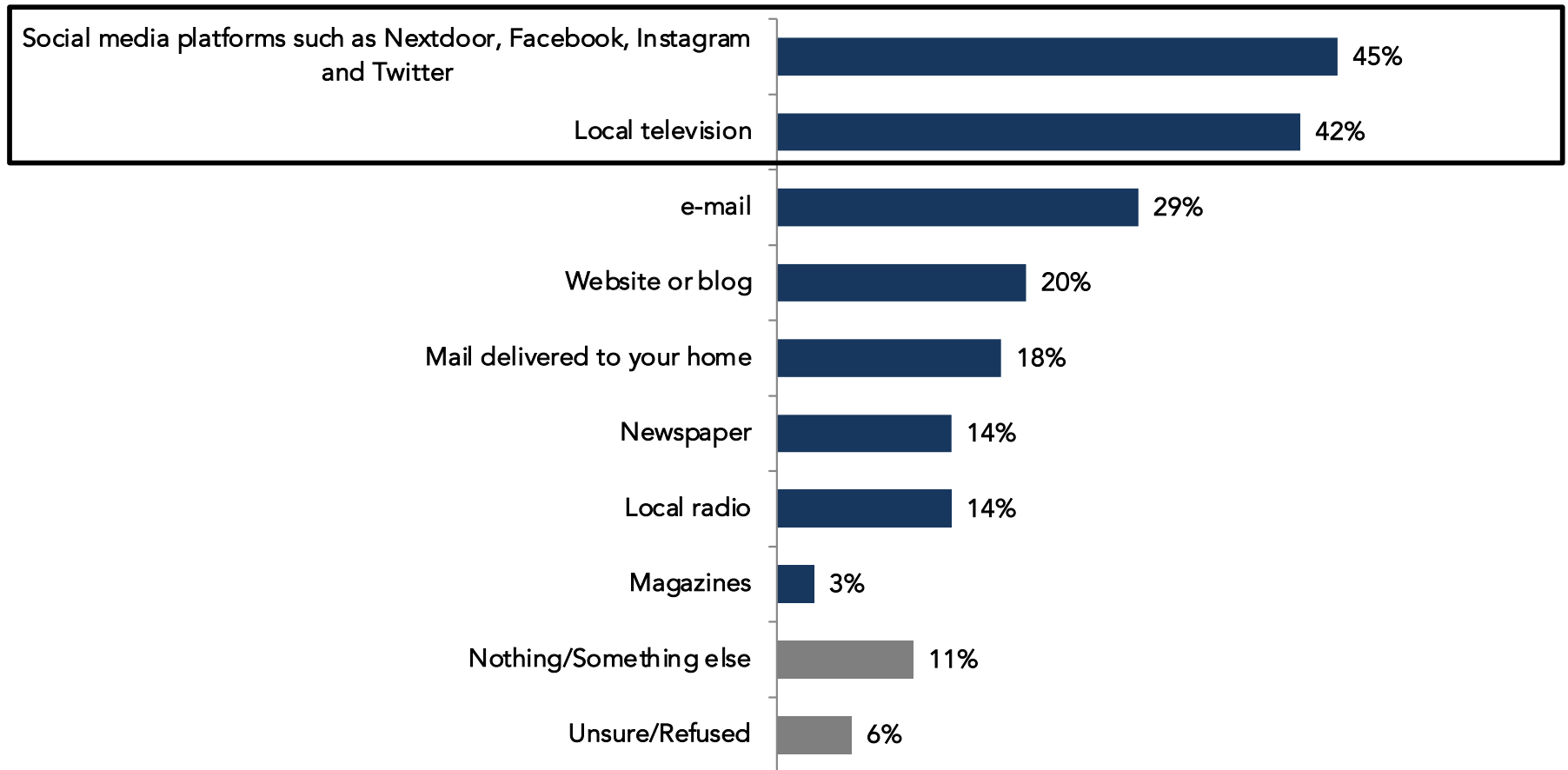
Question: Three of the nine cities in Coachella Valley have imposed severe restrictions or banned Short Term Vacation Rentals entirely, which can result in a drastic decrease in direct spending by overnight visitors. If the rest of the six cities and the unincorporated areas of Coachella were to do the same, \$136 million in state and local taxes generated by Short Term Vacation Rentals would be lost, resulting in dramatic cuts to funding for city services. The region could lose the funding that pays for up to 810 firemen, 980 police officers, or 1,600 teachers throughout the Coachella Valley. City maintenance could suffer, including parks, schools, and recreation facilities, and emergency response times could increase. Residents would need to pay more in taxes to maintain the same levels of staffing and services that they enjoy today. Does knowing this make you more likely or less likely to support a healthy travel sector – including Short Term Vacation Rentals - for (City/Coachella Valley)?



Preferred Sources of News and Information

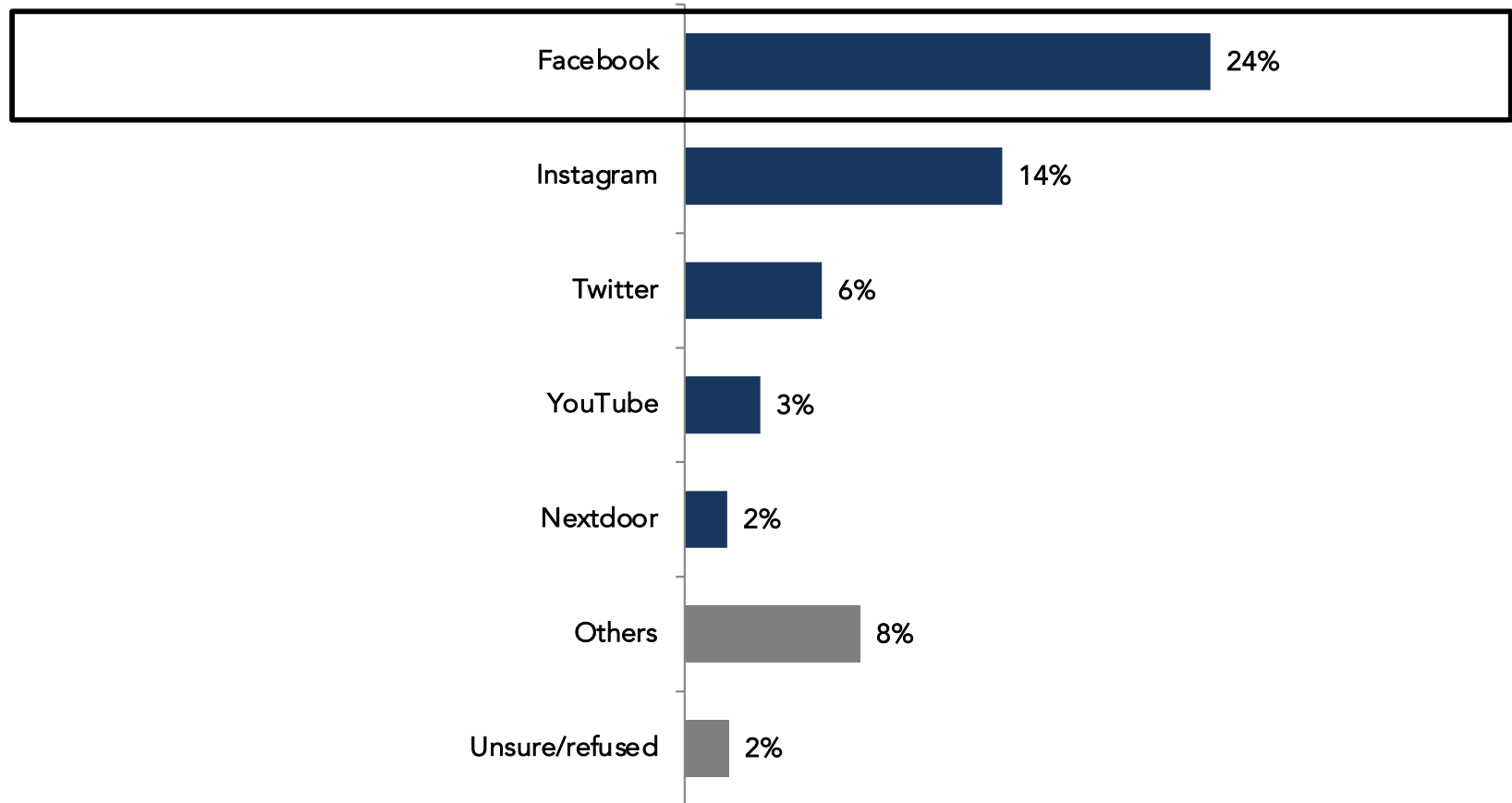
How do residents prefer to receive news and information about local government and other issues related to their community?

Question: What are the top two ways that you prefer to receive news and information about local government and other issues related to (City) and the Coachella Valley? Pick two.



Facebook is the top social media platform; and the second leading news source (behind e-mail) regardless of platform

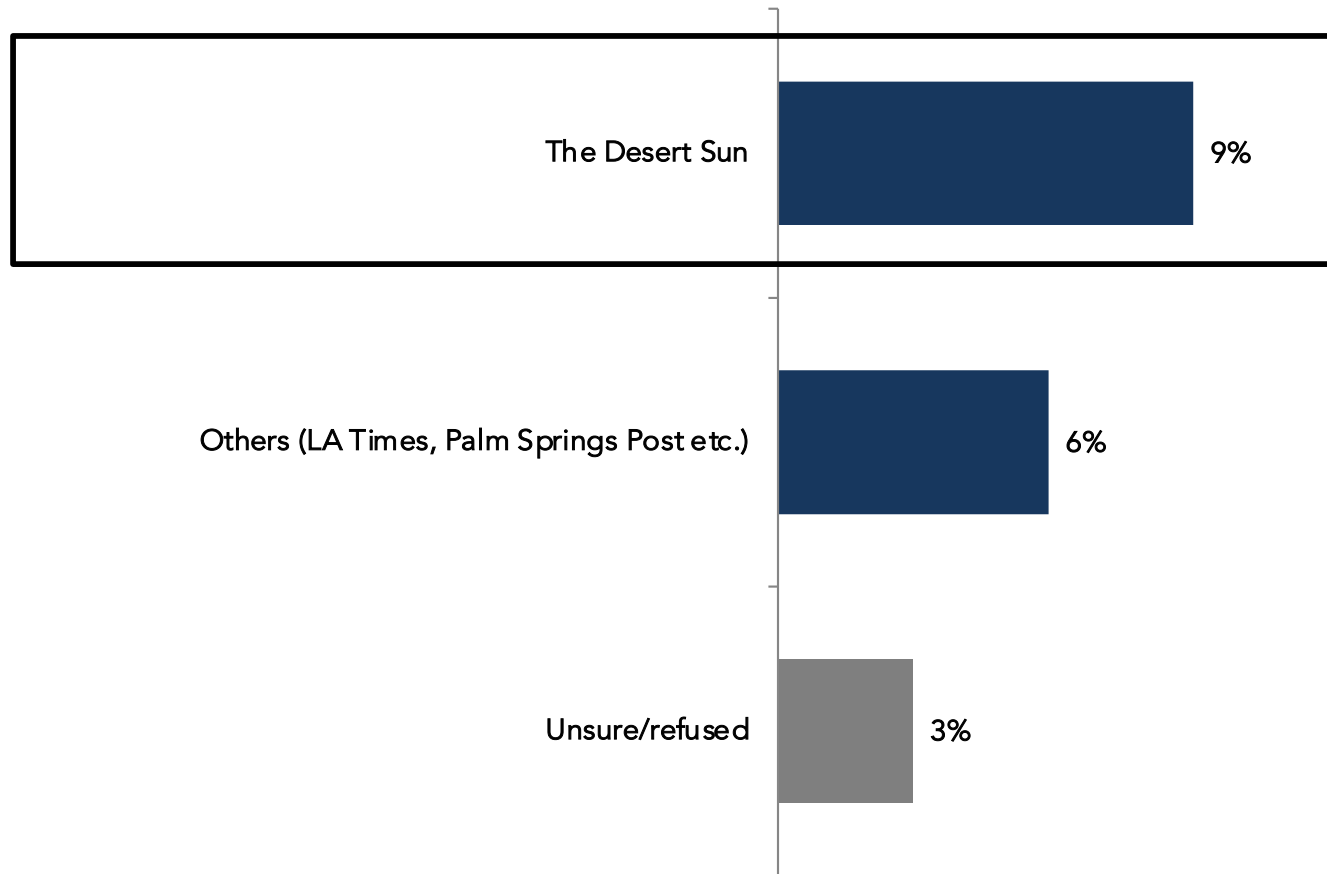
Social media platforms such as Facebook and Twitter



The *Desert Sun*

is the most dominant newspaper

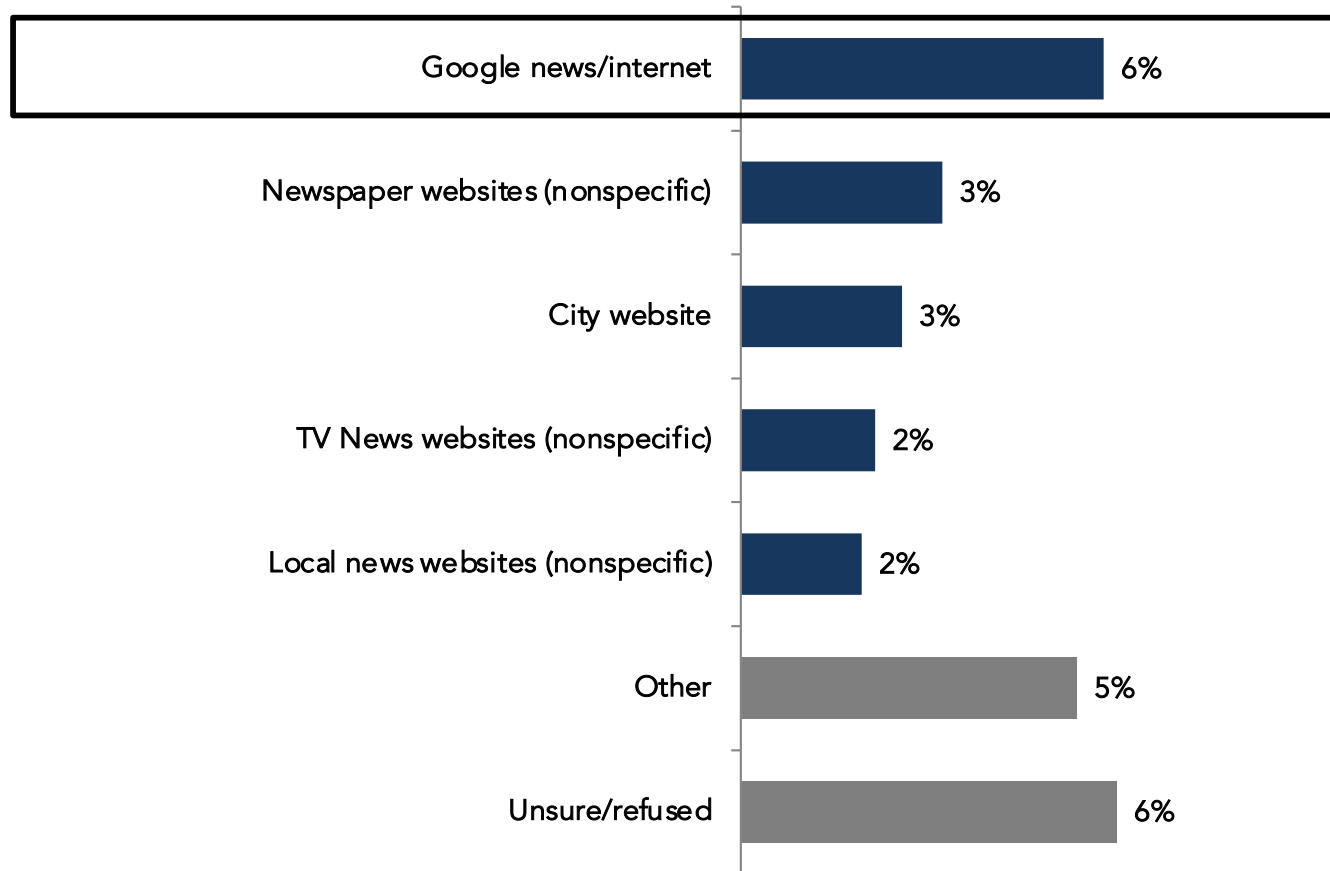
Newspaper



Google

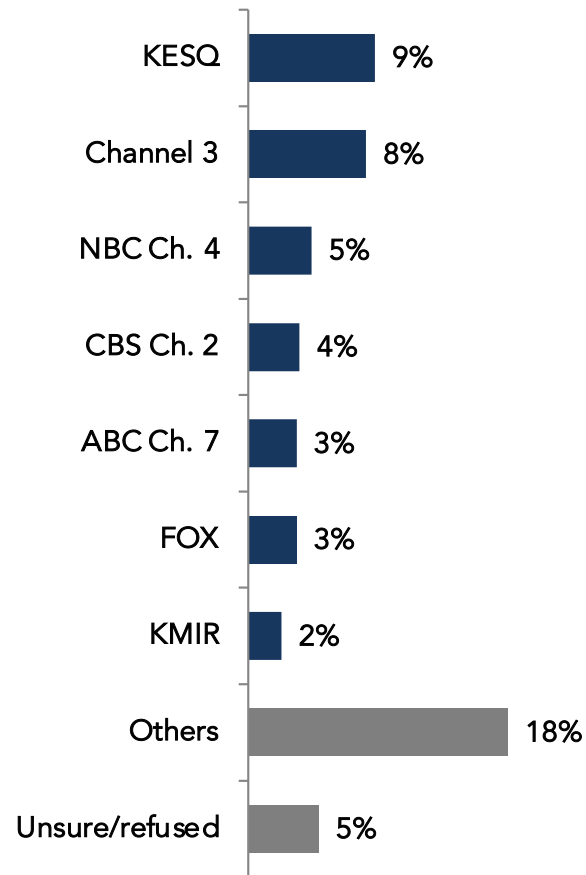
is the top website/blog

A website or blog



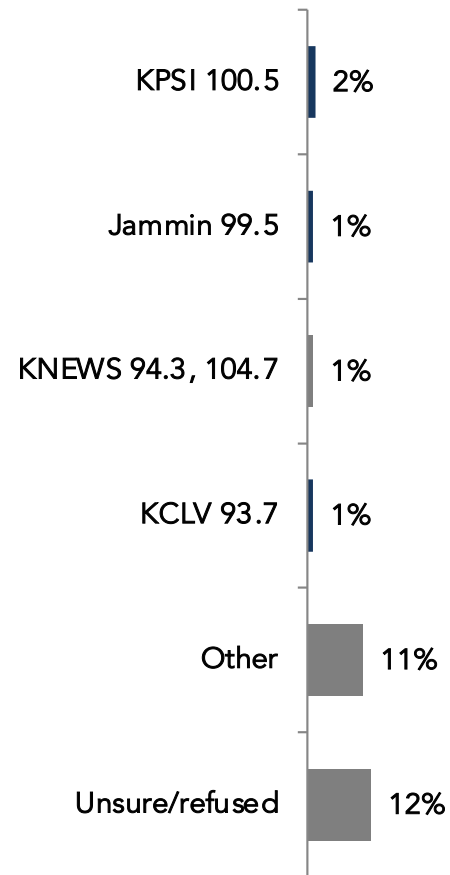
There is no dominant local TV Station

Local television



There is no dominant local radio station

Local radio





Thank you

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