

**March 11, 2020 Key Pad Exercise Results (41 Participants)**

#	Statement	I agree with this statement very much + I agree with this statement	I agree with this statement very much	I agree with this statement
		1+2	1	2
22	It is important to understand the administrative and financial burden of enforcing short-term rental regulation.	82.50%	50.00%	32.50%
6	The Town of Falmouth should regulate short-term rentals.	73.17%	53.66%	19.51%
23	Short-term rental owners should offset the cost of town enforcement of short-term rental regulation.	68.29%	53.66%	14.63%
12	Short-term rentals should be allowed in accessory dwelling units.	65.85%	39.02%	26.83%
5	It is important that short-term rentals help round out the limited lodging options in Falmouth and provide family and guests of Falmouth residents a local lodging option.	60.98%	36.59%	24.39%
3	It is important that property owners are allowed to operate short-term rentals as a supplemental income source.	60.98%	31.71%	29.27%
11	Short-term rentals should be allowed in single family dwellings.	60.98%	46.34%	14.63%
17	Operators should be present on the property during short-term rental stays.	56.10%	29.27%	26.83%
18	Most short-term rental operators are responsible and properly screen their guests.	53.66%	29.27%	24.39%
21	Short-term rentals cause traffic, speed, and parking issues.	53.66%	41.46%	12.20%
9	Short-term rentals should be allowed everywhere in Town.	52.50%	22.50%	30.00%
4	It is important that short-term rentals provide a source of revenue for local businesses.	52.50%	35.00%	17.50%
7	The Town should regulate short-term rentals even if it requires hiring additional staff.	51.22%	36.59%	14.63%
13	Short-term rentals should be allowed in two-family buildings and multi-family buildings.	51.22%	29.27%	21.95%
19	Short-term rentals cause noise issues.	50.00%	40.00%	10.00%
20	Short-term rentals cause trash disposal issues.	41.46%	31.71%	9.76%
8	The Town should educate short-term rental operators and guests through a good neighbor policy rather than develop regulation.	40.00%	25.00%	15.00%
16	Short-term rentals negatively impact property values.	39.02%	26.83%	12.20%
14	Regulation of short-term rentals infringes on private property rights.	37.50%	25.00%	12.50%
15	Short-term rentals positively impact property values.	31.71%	26.83%	4.88%
10	Short-term rentals should only be allowed in certain zones in Town.	24.39%	12.20%	12.20%
24	Falmouth taxpayers should bear the entire cost of Town enforcement of short-term rental regulation.	14.63%	4.88%	9.76%

**Demographic Questions**

1	TEST Question: What is your favorite ice cream flavor?	Chocolate	32.50%
		Vanilla	20.00%
		Chocolate Chip Cookie Dough	12.50%
		Mint Chocolate Chip	12.50%
		I don't have a favorite ice cream flavor.	7.50%
		Strawberry	5.00%
		Buttered Pecan	5.00%
		Other	5.00%
		Cookies N' Cream	0.00%
2	I have stayed in a short-term rental.	Yes.	80.00%

	No.	20.00%
	Unsure.	0.00%
25 Where do you live?	Falmouth Foreside	70.00%
	Falmouth Center	7.50%
	Brookside or Leighton Hill	5.00%
	Pleasant Hill	5.00%
	I do not live in Falmouth	5.00%
	Hurricane Valley	2.50%
	Woodville	2.50%
	Falmouth Corners	2.50%
	Poplar Ridge or Highland Lake area	0.00%
26 How long have you lived in Falmouth?	20+ years	58.54%
	11 to 20 years	17.07%
	6 to 10 years	14.63%
	I don't live in Falmouth.	4.88%
	1 to 2 years	2.44%
	Less than 1 year	2.44%
	3 to 5 years	0.00%
27 In what age category do you fall?	61-70 years old	39.02%
	51-60 years old	24.39%
	41-50 years old	19.51%
	31-40 years old	7.32%
	71-80 years old	7.32%
	81+ years old	2.44%
	21-30 years old	0.00%
	1-20 years old	0.00%
28 What best describes your interest in short-term rentals in Falmouth?	There are short-term rentals in my neighborhood.	35.90%
	I own/operate a short-term rental.	28.21%
	I am interested in the topic generally.	12.82%
	I am considering owning/operating a short-term rental.	10.26%
	I own a business in Falmouth that benefits from short-term rentals.	5.13%
	None of these apply to me.	5.13%
	I stay in short-term rentals when I travel.	2.56%
	My family/friends stay in short-term rentals when they visit Falmouth.	0.00%
29 If you had a second choice, what "next best" describes your interest in short-term rentals in Falmouth?	I am interested in the topic generally.	37.50%
	I stay in short-term rentals when I travel.	22.50%
	There are short-term rentals in my neighborhood.	20.00%
	I own a business in Falmouth that benefits from short-term rentals.	7.50%
	I own/operate a short-term rental.	5.00%
	My family/friends stay in short-term rentals when they visit Falmouth.	5.00%

	I am considering owning/operating a short-term rental.	2.50%
	None of these apply to me.	0.00%
30 How did you FIRST hear about tonight's forum?	Word of mouth	36.59%
	Email	19.51%
	Social Media (Facebook, Twitter)	14.63%
	Town website	9.76%
	Town Newsletter "Falmouth Focus"	7.32%
	Newspaper	4.88%
	Don't remember	4.88%
	Letter or flyer in the mail	2.44%
	Community Cable TV	0.00%
	31 How did you like using the clickers tonight?	I liked using the clickers very much.
I liked using the clickers.		26.83%
I don't know or have an opinion.		4.88%
I did not like using the clickers.		2.44%
I did not like using the clickers at all.		0.00%

I don't know or have an opinion about it	I do not agree with this statement	I do not agree with this statement at all	I do not agree with this statement + I do not agree with this statement at all
3	4	5	4+5
7.50%	7.50%	2.50%	10.00%
12.20%	7.32%	7.32%	14.63%
4.88%	7.32%	19.51%	26.83%
12.20%	4.88%	17.07%	21.95%
12.20%	9.76%	17.07%	26.83%
9.76%	12.20%	17.07%	29.27%
9.76%	7.32%	21.95%	29.27%
7.32%	9.76%	26.83%	36.59%
21.95%	12.20%	12.20%	24.39%
14.63%	21.95%	9.76%	31.71%
10.00%	5.00%	32.50%	37.50%
20.00%	12.50%	15.00%	27.50%
17.07%	19.51%	12.20%	31.71%
24.39%	19.51%	4.88%	24.39%
15.00%	22.50%	12.50%	35.00%
26.83%	19.51%	12.20%	31.71%
7.50%	17.50%	35.00%	52.50%
19.51%	12.20%	29.27%	41.46%
5.00%	20.00%	37.50%	57.50%
19.51%	19.51%	29.27%	48.78%
19.51%	29.27%	26.83%	56.10%
9.76%	19.51%	56.10%	75.61%





