

1_1. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Air BnB

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	535	266	270	197	207	132	152	383	103	100	205	127
	53%	55%	52%	66%	60%	36%	41%	61%	58%	47%	54%	54%
				E	E			F				
Very familiar	179	96	84	76	78	26	41	138	38	33	72	36
	18%	20%	16%	26%	22%	7%	11%	22%	21%	16%	19%	15%
				E	E			F				
Somewhat familiar	356	170	186	121	129	106	111	245	65	67	133	91
	35%	35%	36%	41%	37%	29%	30%	39%	36%	31%	35%	39%
				E				F				
Bottom 2 Box (Net)	470	219	251	100	140	230	221	249	76	112	172	110
	47%	45%	48%	34%	40%	64%	59%	39%	42%	53%	46%	46%
						CD	G					
Not very familiar	258	128	130	58	83	116	98	160	49	66	81	62
	26%	26%	25%	20%	24%	32%	26%	25%	28%	31%	21%	26%
						CD				J		
Not at all familiar	212	91	121	41	56	114	123	89	26	46	91	48
	21%	19%	23%	14%	16%	31%	33%	14%	15%	22%	24%	20%
						CD	G				H	
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_1. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Air BnB

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	535	183	353	243	293	313	52	113	56	289	247	400	136
	53%	63%	49%	44%	65%	61%	60%	48%	34%	54%	53%	52%	56%
		B			C	GH	H*	H					
Very familiar	179	73	107	61	118	124	12	33	11	102	77	138	41
	18%	25%	15%	11%	26%	24%	14%	14%	7%	19%	17%	18%	17%
		B			C	GH	*	H					
Somewhat familiar	356	110	246	181	175	190	40	81	45	187	169	261	95
	35%	38%	34%	33%	39%	37%	46%	34%	27%	35%	36%	34%	39%
						H	H*						
Bottom 2 Box (Net)	470	106	363	313	157	199	36	124	112	248	222	365	105
	47%	37%	51%	56%	35%	39%	40%	52%	66%	46%	47%	48%	44%
			A	D			*	E	EF				
Not very familiar	258	60	198	147	111	123	15	64	56	142	116	192	66
	26%	21%	28%	27%	25%	24%	17%	27%	34%	26%	25%	25%	27%
			A				*		EF				
Not at all familiar	212	46	165	166	46	76	21	60	55	106	106	173	39
	21%	16%	23%	30%	10%	15%	24%	25%	33%	20%	23%	23%	16%
			A	D			*	E	E				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Uber

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	765	385	380	259	283	223	282	483	145	152	290	178
	76%	79%	73%	87%	82%	62%	76%	76%	81%	72%	77%	75%
		B		E	E							
Very familiar	364	198	165	163	135	66	126	237	68	69	140	87
	36%	41%	32%	55%	39%	18%	34%	38%	38%	33%	37%	37%
		B		DE	E							
Somewhat familiar	401	186	215	97	148	156	156	246	78	83	150	91
	40%	38%	41%	33%	43%	43%	42%	39%	44%	39%	40%	38%
					C	C						
Bottom 2 Box (Net)	240	100	140	37	63	139	91	149	34	60	87	60
	24%	21%	27%	13%	18%	38%	24%	24%	19%	28%	23%	25%
			A			CD						
Not very familiar	165	70	95	28	45	92	55	110	23	42	54	46
	16%	14%	18%	9%	13%	25%	15%	17%	13%	20%	14%	20%
						CD						
Not at all familiar	75	30	45	9	18	48	36	39	11	18	33	13
	7%	6%	9%	3%	5%	13%	10%	6%	6%	9%	9%	6%
						CD						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Uber

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	765	229	536	415	350	418	78	181	89	389	376	558	207
	76%	79%	75%	75%	78%	82%	88%	76%	53%	72%	80%	73%	86%
						H	GH*	H			I		K
Very familiar	364	113	251	177	186	216	35	85	27	174	189	261	102
	36%	39%	35%	32%	41%	42%	40%	36%	16%	32%	40%	34%	43%
					C	H	H*	H			I		
Somewhat familiar	401	116	285	237	164	202	43	95	61	214	187	297	105
	40%	40%	40%	43%	37%	40%	49%	40%	36%	40%	40%	39%	43%
							*						
Bottom 2 Box (Net)	240	60	180	141	99	94	10	56	79	148	92	206	34
	24%	21%	25%	25%	22%	18%	12%	24%	47%	28%	20%	27%	14%
							*	F	EFG	J		L	
Not very familiar	165	44	121	89	76	69	7	38	51	101	64	140	25
	16%	15%	17%	16%	17%	13%	8%	16%	31%	19%	14%	18%	10%
							*		EFG			L	
Not at all familiar	75	16	59	52	23	25	4	19	28	47	29	66	9
	7%	5%	8%	9%	5%	5%	4%	8%	17%	9%	6%	9%	4%
				D			*		EFG				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Lyft

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	665	333	332	246	241	177	234	430	122	126	254	162
	66%	69%	64%	83%	70%	49%	63%	68%	68%	60%	67%	68%
				DE	E							
Very familiar	248	141	107	122	88	38	82	167	47	41	107	54
	25%	29%	21%	41%	25%	11%	22%	26%	26%	19%	28%	23%
		B		DE	E						I	
Somewhat familiar	416	192	224	124	154	138	152	264	76	86	147	108
	41%	40%	43%	42%	44%	38%	41%	42%	42%	41%	39%	46%
Bottom 2 Box (Net)	340	152	189	50	105	185	139	202	57	85	123	75
	34%	31%	36%	17%	30%	51%	37%	32%	32%	40%	33%	32%
				C	CD							
Not very familiar	188	89	99	33	59	97	69	120	33	46	60	49
	19%	18%	19%	11%	17%	27%	18%	19%	18%	22%	16%	21%
						CD						
Not at all familiar	152	63	90	18	46	89	70	82	24	39	63	26
	15%	13%	17%	6%	13%	25%	19%	13%	13%	19%	17%	11%
				C	CD	G						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Lyft

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	665	204	460	350	315	368	63	159	74	335	330	473	192
	66%	71%	64%	63%	70%	72%	72%	67%	44%	62%	70%	62%	80%
					C	H	H*	H			I		K
Very familiar	248	78	171	121	127	152	23	62	11	117	132	177	72
	25%	27%	24%	22%	28%	30%	26%	26%	7%	22%	28%	23%	30%
					C	H	H*	H			I		
Somewhat familiar	416	126	290	229	187	216	41	97	63	218	198	296	120
	41%	44%	40%	41%	42%	42%	46%	41%	37%	41%	42%	39%	50%
							*						K
Bottom 2 Box (Net)	340	84	256	206	134	144	25	78	94	201	139	292	49
	34%	29%	36%	37%	30%	28%	28%	33%	56%	38%	30%	38%	20%
				D			*		EFG	J		L	
Not very familiar	188	46	142	104	84	87	11	43	47	111	77	162	26
	19%	16%	20%	19%	19%	17%	13%	18%	28%	21%	16%	21%	11%
							*		EFG			L	
Not at all familiar	152	39	114	102	50	57	13	35	48	90	62	130	22
	15%	13%	16%	18%	11%	11%	15%	15%	28%	17%	13%	17%	9%
				D			*		EFG			L	
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - HomeAway/VRBO

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	284	144	140	106	112	67	57	227	61	54	107	63
	28%	30%	27%	36%	32%	19%	15%	36%	34%	25%	28%	26%
				E	E			F				
Very familiar	90	49	41	33	45	13	6	85	18	18	38	16
	9%	10%	8%	11%	13%	4%	1%	13%	10%	9%	10%	7%
				E	E			F				
Somewhat familiar	194	95	99	73	67	54	52	142	42	36	69	47
	19%	20%	19%	25%	19%	15%	14%	23%	24%	17%	18%	20%
				E				F				
Bottom 2 Box (Net)	721	340	380	191	235	295	316	405	118	158	270	174
	72%	70%	73%	64%	68%	81%	85%	64%	66%	75%	72%	74%
						CD	G					
Not very familiar	266	137	129	88	98	79	101	165	41	58	101	65
	26%	28%	25%	30%	28%	22%	27%	26%	23%	28%	27%	27%
Not at all familiar	455	204	251	103	136	216	215	240	77	99	169	110
	45%	42%	48%	35%	39%	60%	58%	38%	43%	47%	45%	46%
						CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - HomeAway/VRBO

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	284	123	161	115	170	183	26	45	30	190	95	227	58
	28%	43%	23%	21%	38%	36%	30%	19%	18%	35%	20%	30%	24%
		B			C	GH	H*			J			
Very familiar	90	55	35	29	62	67	9	8	7	74	16	83	7
	9%	19%	5%	5%	14%	13%	10%	3%	4%	14%	3%	11%	3%
		B			C	GH	G*			J		L	
Somewhat familiar	194	68	126	86	108	117	18	37	22	116	79	144	50
	19%	24%	18%	15%	24%	23%	20%	16%	13%	22%	17%	19%	21%
					C	H	*						
Bottom 2 Box (Net)	721	165	555	441	279	329	62	191	138	347	374	538	183
	72%	57%	77%	79%	62%	64%	70%	81%	82%	65%	80%	70%	76%
			A	D			*	E	EF		I		
Not very familiar	266	69	196	148	118	146	20	65	34	125	141	177	89
	26%	24%	27%	27%	26%	29%	23%	28%	20%	23%	30%	23%	37%
							*				I		K
Not at all familiar	455	96	359	293	161	183	41	126	104	222	233	361	94
	45%	33%	50%	53%	36%	36%	47%	53%	62%	41%	50%	47%	39%
			A	D			*	E	EF		I		
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Co-working spaces (WeWork, Regus, Impact Hub Network)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	169	108	61	72	65	33	35	135	37	29	57	46
	17%	22%	12%	24%	19%	9%	9%	21%	21%	14%	15%	20%
		B		E	E			F				
Very familiar	55	40	15	30	19	7	12	43	9	11	25	10
	6%	8%	3%	10%	5%	2%	3%	7%	5%	5%	7%	4%
		B		E	E			F				
Somewhat familiar	114	68	46	43	46	25	22	92	28	18	31	36
	11%	14%	9%	14%	13%	7%	6%	15%	16%	9%	8%	15%
		B		E	E			F	J			J
Bottom 2 Box (Net)	836	377	459	224	282	330	339	497	142	182	321	191
	83%	78%	88%	76%	81%	91%	91%	79%	79%	86%	85%	80%
		A				CD	G					
Not very familiar	261	137	124	86	97	78	99	161	49	48	94	69
	26%	28%	24%	29%	28%	22%	27%	26%	27%	22%	25%	29%
Not at all familiar	575	240	335	138	185	252	239	336	93	135	226	121
	57%	50%	64%	47%	53%	70%	64%	53%	52%	64%	60%	51%
			A			CD	G		HK			
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Co-working spaces (WeWork, Regus, Impact Hub Network)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	169	76	93	42	127	122	14	20	13	120	49	142	27
	17%	26%	13%	8%	28%	24%	16%	8%	8%	22%	10%	19%	11%
		B			C	GH	*			J			
Very familiar	55	30	25	8	47	42	4	8	2	40	15	47	9
	6%	10%	4%	1%	11%	8%	4%	3%	1%	7%	3%	6%	4%
		B			C	GH	*			J			
Somewhat familiar	114	46	68	34	80	80	11	12	11	80	34	96	18
	11%	16%	10%	6%	18%	16%	12%	5%	7%	15%	7%	13%	8%
		B			C	GH	*			J			
Bottom 2 Box (Net)	836	213	623	514	322	390	74	217	154	416	419	622	214
	83%	74%	87%	92%	72%	76%	84%	92%	92%	78%	90%	81%	89%
		A		D			*	E	E		I		
Not very familiar	261	73	188	148	113	148	20	64	28	117	143	155	106
	26%	25%	26%	27%	25%	29%	22%	27%	17%	22%	31%	20%	44%
						H	*	H			I		K
Not at all familiar	575	140	435	366	209	242	54	152	126	299	276	467	108
	57%	49%	61%	66%	47%	47%	62%	64%	75%	56%	59%	61%	45%
		A		D			E*	E	EFG			L	
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Co-living spaces (Outsite, Common, WeLive)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	159	105	54	93	49	18	44	115	33	34	58	35
	16%	22%	10%	31%	14%	5%	12%	18%	18%	16%	15%	15%
		B		DE	E			F				
Very familiar	47	35	11	31	14	3	8	39	12	4	23	8
	5%	7%	2%	10%	4%	1%	2%	6%	6%	2%	6%	3%
		B		DE	E			F				
Somewhat familiar	113	70	43	62	35	16	37	76	21	30	35	27
	11%	14%	8%	21%	10%	4%	10%	12%	12%	14%	9%	11%
		B		DE	E							
Bottom 2 Box (Net)	846	380	466	204	298	344	329	517	146	178	319	203
	84%	78%	90%	69%	86%	95%	88%	82%	82%	84%	85%	85%
		A		C	CD	G						
Not very familiar	252	121	131	78	98	76	104	148	51	41	92	68
	25%	25%	25%	26%	28%	21%	28%	23%	28%	20%	24%	29%
Not at all familiar	594	258	335	125	200	268	225	369	96	136	227	135
	59%	53%	64%	42%	58%	74%	60%	58%	54%	64%	60%	57%
			A		C	CD						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling? - Co-living spaces (Outsite, Common, WeLive)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	159	74	85	57	102	107	17	30	6	97	62	127	33
	16%	26%	12%	10%	23%	21%	19%	13%	3%	18%	13%	17%	14%
	B				C	GH	H*	H					
Very familiar	47	29	18	12	35	36	5	5	1	37	9	42	5
	5%	10%	2%	2%	8%	7%	5%	2%	1%	7%	2%	5%	2%
	B				C	GH	H*		J				
Somewhat familiar	113	45	68	45	67	71	12	25	4	60	53	85	28
	11%	16%	9%	8%	15%	14%	14%	11%	3%	11%	11%	11%	12%
	B				C	H	H*	H					
Bottom 2 Box (Net)	846	215	631	499	347	405	71	207	162	439	407	638	208
	84%	74%	88%	90%	77%	79%	81%	87%	97%	82%	87%	83%	86%
	A		D			*	E	EFG					
Not very familiar	252	75	177	145	107	143	17	61	31	122	130	148	104
	25%	26%	25%	26%	24%	28%	20%	26%	18%	23%	28%	19%	43%
	H	*											K
Not at all familiar	594	140	454	354	240	262	54	146	132	318	276	490	104
	59%	49%	63%	64%	53%	51%	61%	62%	78%	59%	59%	64%	43%
	A		D			*	E	EFG				L	
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Familiar with Any service	832	411	421	275	303	254	302	530	157	168	309	198
	83%	85%	81%	93%	88%	70%	81%	84%	88%	79%	82%	83%
				E	E							
Familiar with no services	173	74	99	22	43	108	71	102	22	44	68	39
	17%	15%	19%	7%	12%	30%	19%	16%	12%	21%	18%	17%
						CD						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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1. Are you very familiar, somewhat familiar, not very familiar or not at all familiar with the following sharing economy services used for traveling?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Familiar with Any service	832	252	580	447	385	450	82	195	104	434	398	615	217
	83%	87%	81%	80%	86%	88%	94%	82%	62%	81%	85%	80%	90%
		B				H	GH*	H					K
Familiar with no services	173	37	136	109	64	62	6	42	64	103	70	149	24
	17%	13%	19%	20%	14%	12%	6%	18%	38%	19%	15%	20%	10%
		A					*	F	EFG			L	
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. To what extent do you trust sharing economy services such as Airbnb, HomeAway, Uber, Lyft, etc? Would you say you find them

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	626	313	312	224	235	166	203	423	103	135	241	146
	62%	65%	60%	76%	68%	46%	54%	67%	58%	64%	64%	61%
				E	E			F				
Very trustworthy	118	80	38	54	43	21	29	89	27	26	57	9
	12%	16%	7%	18%	12%	6%	8%	14%	15%	12%	15%	4%
		B		E	E			F	K	K	K	
Somewhat trustworthy	508	233	274	170	192	145	174	334	77	109	185	137
	50%	48%	53%	57%	56%	40%	47%	53%	43%	52%	49%	58%
				E	E							H
Bottom 2 Box (Net)	203	82	120	31	61	111	85	118	35	40	72	56
	20%	17%	23%	11%	18%	31%	23%	19%	20%	19%	19%	23%
		A		C	CD							
Not very trustworthy	153	56	97	24	45	84	62	91	27	31	58	37
	15%	11%	19%	8%	13%	23%	17%	14%	15%	15%	15%	16%
		A				CD						
Not at all trustworthy	50	27	23	7	16	26	23	27	8	9	14	19
	5%	5%	5%	3%	5%	7%	6%	4%	5%	4%	4%	8%
						C						
Don't know	177	89	87	41	50	86	85	91	41	36	64	36
	18%	18%	17%	14%	14%	24%	23%	14%	23%	17%	17%	15%
						CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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2. To what extent do you trust sharing economy services such as Airbnb, HomeAway, Uber, Lyft, etc? Would you say you find them

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	626	203	422	309	316	360	60	139	66	340	286	478	147
	62%	70%	59%	56%	70%	70%	69%	59%	39%	63%	61%	63%	61%
		B			C	GH	H*	H					
Very trustworthy	118	57	61	49	69	81	10	17	9	79	39	95	23
	12%	20%	8%	9%	15%	16%	12%	7%	5%	15%	8%	12%	9%
		B			C	GH	*			J			
Somewhat trustworthy	508	146	361	261	247	279	50	122	57	260	247	383	124
	50%	51%	50%	47%	55%	54%	57%	51%	34%	49%	53%	50%	52%
					C	H	H*	H					
Bottom 2 Box (Net)	203	39	164	112	91	84	15	43	61	108	95	161	42
	20%	13%	23%	20%	20%	16%	17%	18%	36%	20%	20%	21%	17%
			A				*		EFG				
Not very trustworthy	153	30	122	85	68	65	14	32	42	86	67	119	34
	15%	11%	17%	15%	15%	13%	16%	14%	25%	16%	14%	16%	14%
			A				*		EG				
Not at all trustworthy	50	8	42	27	23	19	1	11	20	22	28	42	8
	5%	3%	6%	5%	5%	4%	1%	5%	12%	4%	6%	5%	3%
							*		EFG				
Don't know	177	47	130	135	42	68	13	55	41	89	88	125	52
	18%	16%	18%	24%	9%	13%	14%	23%	24%	17%	19%	16%	21%
				D			*	E	E				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. How likely are you to use sharing economy services like Airbnb, HomeAway, Uber, Lyft, etc, during your summer vacation this year?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Top 2 Box (Net)	471	250	221	201	187	83	140	330	84	89	179	118
	47%	52%	42%	68%	54%	23%	38%	52%	47%	42%	48%	50%
		B		DE	E			F				
Very likely	194	106	89	86	82	27	57	137	36	34	78	47
	19%	22%	17%	29%	24%	7%	15%	22%	20%	16%	21%	20%
				E	E			F				
Somewhat likely	276	144	132	116	105	56	83	193	48	55	101	71
	28%	30%	25%	39%	30%	15%	22%	31%	27%	26%	27%	30%
				DE	E			F				
Bottom 2 Box (Net)	534	235	300	95	160	280	233	302	95	122	198	119
	53%	48%	58%	32%	46%	77%	62%	48%	53%	58%	52%	50%
		A		C	CD	G						
Not very likely	256	106	150	54	83	119	111	145	45	56	91	64
	25%	22%	29%	18%	24%	33%	30%	23%	25%	26%	24%	27%
				A		CD	G					
Not at all likely	278	129	149	41	77	161	122	157	50	66	107	55
	28%	27%	29%	14%	22%	44%	33%	25%	28%	31%	28%	23%
				C	CD	G						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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3. How likely are you to use sharing economy services like Airbnb, HomeAway, Uber, Lyft, etc, during your summer vacation this year?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Top 2 Box (Net)	471	178	292	218	253	304	44	95	28	261	210	358	113
	47%	62%	41%	39%	56%	59%	49%	40%	17%	49%	45%	47%	47%
		B			C	GH	H*	H					
Very likely	194	83	112	77	118	130	18	33	13	121	73	149	45
	19%	29%	16%	14%	26%	25%	21%	14%	8%	23%	16%	19%	19%
		B			C	GH	H*			J			
Somewhat likely	276	95	181	141	135	174	25	62	15	140	137	209	68
	28%	33%	25%	25%	30%	34%	29%	26%	9%	26%	29%	27%	28%
		B				H	H*	H					
Bottom 2 Box (Net)	534	111	424	338	196	208	45	142	140	275	259	407	127
	53%	38%	59%	61%	44%	41%	51%	60%	83%	51%	55%	53%	53%
		A	D				*	E	EFG				
Not very likely	256	59	197	152	104	116	22	69	49	125	132	190	66
	25%	20%	28%	27%	23%	23%	25%	29%	29%	23%	28%	25%	27%
		A					*						
Not at all likely	278	52	226	186	93	93	23	73	90	151	127	217	61
	28%	18%	32%	33%	21%	18%	26%	31%	54%	28%	27%	28%	26%
		A	D				*	E	EFG				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better-quality product

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	122	63	58	58	31	33	41	81	17	24	49	32
	12%	13%	11%	20%	9%	9%	11%	13%	10%	11%	13%	13%
				DE								
Both the same	351	170	180	114	139	97	121	229	65	67	135	83
	35%	35%	35%	38%	40%	27%	33%	36%	37%	32%	36%	35%
				E	E							
Traditional services	328	167	160	78	111	138	113	215	63	73	119	73
	33%	34%	31%	26%	32%	38%	30%	34%	35%	34%	32%	31%
						C						
I don't know	205	84	121	46	65	94	98	107	34	48	74	50
	20%	17%	23%	16%	19%	26%	26%	17%	19%	23%	20%	21%
			A			C	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better-quality product

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	122	36	85	56	65	74	13	18	17	77	45	83	39
	12%	13%	12%	10%	15%	14%	15%	8%	10%	14%	10%	11%	16%
Both the same						G	*						
	351	116	235	183	167	203	31	83	33	184	167	270	81
Traditional services	35%	40%	33%	33%	37%	40%	35%	35%	20%	34%	36%	35%	34%
						H	H*	H					
I don't know	328	90	237	180	147	152	22	81	73	169	158	261	66
	33%	31%	33%	32%	33%	30%	24%	34%	44%	32%	34%	34%	28%
Sigma							*		EF				
	205	46	159	136	69	83	22	55	45	107	98	150	55
Sigma	20%	16%	22%	24%	15%	16%	26%	23%	27%	20%	21%	20%	23%
				D			*	E	E				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4.2. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The more authentic local experience

	Gender		Age			Household Income		Region				
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	274	130	145	97	106	72	81	194	39	67	91	77
	27%	27%	28%	33%	31%	20%	22%	31%	22%	32%	24%	33%
				E	E			F				HJ
Both the same	310	160	149	92	117	101	110	200	63	52	128	66
	31%	33%	29%	31%	34%	28%	29%	32%	35%	25%	34%	28%
										I		
Traditional services	223	108	115	67	65	91	84	139	43	46	83	50
	22%	22%	22%	23%	19%	25%	22%	22%	24%	22%	22%	21%
I don't know	198	87	112	41	59	98	99	99	33	46	75	44
	20%	18%	21%	14%	17%	27%	27%	16%	18%	22%	20%	18%
						CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The more authentic local experience

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	274	87	187	115	160	163	26	52	33	145	129	220	54
	27%	30%	26%	21%	36%	32%	30%	22%	20%	27%	27%	29%	22%
Both the same				C		GH	*						
	310	94	215	164	145	169	29	72	40	172	138	222	87
Traditional services	31%	33%	30%	30%	32%	33%	33%	30%	24%	32%	29%	29%	36%
						H	*						
I don't know	223	63	160	143	80	102	16	58	46	113	110	178	45
	22%	22%	22%	26%	18%	20%	19%	25%	27%	21%	23%	23%	19%
Sigma				D			*						
	198	44	154	134	64	78	16	55	49	106	92	144	55
Sigma	20%	15%	22%	24%	14%	15%	19%	23%	29%	20%	20%	19%	23%
							*	E	E				
	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4.3. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better value for money

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	322	142	180	120	113	89	104	218	50	62	117	93
	32%	29%	35%	41%	33%	25%	28%	34%	28%	29%	31%	39%
				E	E							H
Both the same	275	139	136	75	113	87	106	169	57	51	109	59
	27%	29%	26%	25%	33%	24%	28%	27%	32%	24%	29%	25%
					E							
Traditional services	202	118	85	53	60	89	65	137	39	48	75	40
	20%	24%	16%	18%	17%	25%	17%	22%	22%	23%	20%	17%
		B				D						
I don't know	206	86	120	48	61	97	98	108	34	51	76	45
	20%	18%	23%	16%	18%	27%	26%	17%	19%	24%	20%	19%
						CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better value for money

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	322	98	224	149	173	175	32	75	40	159	164	238	84
	32%	34%	31%	27%	39%	34%	36%	32%	24%	30%	35%	31%	35%
Both the same					C	H	*						
	275	80	194	151	124	158	28	62	27	151	124	209	65
Traditional services	27%	28%	27%	27%	28%	31%	32%	26%	16%	28%	26%	27%	27%
						H	H*	H					
I don't know	202	62	141	115	88	91	12	48	51	119	83	163	39
	20%	21%	20%	21%	20%	18%	14%	20%	30%	22%	18%	21%	16%
Sigma						*		EFG					
	206	48	157	141	64	88	16	52	50	108	98	154	51
	20%	17%	22%	25%	14%	17%	18%	22%	30%	20%	21%	20%	21%
				D		*		E					
	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better booking experience

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	133	65	68	55	40	37	44	89	16	23	57	37
	13%	13%	13%	19%	12%	10%	12%	14%	9%	11%	15%	15%
				DE								
Both the same	335	157	178	104	141	90	120	215	62	70	112	92
	33%	32%	34%	35%	41%	25%	32%	34%	34%	33%	30%	39%
				E	E							J
Traditional services	348	182	167	98	102	148	112	236	67	72	143	67
	35%	37%	32%	33%	30%	41%	30%	37%	37%	34%	38%	28%
						D		F			K	
I don't know	189	81	108	39	63	87	97	92	35	47	66	41
	19%	17%	21%	13%	18%	24%	26%	15%	20%	22%	17%	17%
						C	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The better booking experience

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	133	38	94	62	71	81	12	27	13	68	64	87	46
	13%	13%	13%	11%	16%	16%	14%	11%	8%	13%	14%	11%	19%
Both the same	335	106	229	175	160	192	31	78	34	179	157	251	84
	33%	37%	32%	31%	36%	37%	35%	33%	20%	33%	33%	33%	35%
Traditional services	348	96	253	198	150	163	30	82	73	193	155	281	68
	35%	33%	35%	36%	33%	32%	34%	34%	44%	36%	33%	37%	28%
I don't know	189	48	141	121	68	76	15	50	48	96	93	145	43
	19%	17%	20%	22%	15%	15%	17%	21%	28%	18%	20%	19%	18%
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - Better customer support when things go wrong

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	100	63	37	44	30	26	40	60	18	19	44	19
	10%	13%	7%	15%	9%	7%	11%	10%	10%	9%	12%	8%
		B		DE								
Both the same	273	131	142	100	108	65	91	182	52	54	111	56
	27%	27%	27%	34%	31%	18%	24%	29%	29%	25%	29%	23%
				E	E							
Traditional services	440	213	227	113	142	185	148	292	72	97	151	120
	44%	44%	44%	38%	41%	51%	40%	46%	40%	46%	40%	50%
						CD						J
I don't know	192	78	114	39	67	86	95	97	36	42	72	43
	19%	16%	22%	13%	19%	24%	25%	15%	20%	20%	19%	18%
			A			C	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - Better customer support when things go wrong

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	100	39	61	42	58	62	11	15	11	58	42	69	31
	10%	14%	8%	8%	13%	12%	13%	6%	7%	11%	9%	9%	13%
Both the same		B		C		G	*						
	273	82	191	141	132	166	24	68	15	156	117	195	78
Traditional services	27%	28%	27%	25%	29%	32%	27%	29%	9%	29%	25%	26%	32%
						H	H*	H					
I don't know	440	119	321	245	195	212	33	101	95	224	216	354	86
	44%	41%	45%	44%	43%	41%	37%	43%	56%	42%	46%	46%	36%
Sigma						*		EFG				L	
	192	49	143	128	65	72	21	53	47	98	94	147	46
Sigma	19%	17%	20%	23%	14%	14%	23%	22%	28%	18%	20%	19%	19%
				D		*	E	E					
	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4.6. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The best overall experience

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	488	517	293	361	351	414	591	179	209	381	236
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Sharing economy services	136	75	61	59	44	33	42	94	20	30	51	36
	14%	16%	12%	20%	13%	9%	11%	15%	11%	14%	13%	15%
				DE								
Both the same	341	154	188	118	130	93	120	221	70	59	133	80
	34%	32%	36%	40%	38%	26%	32%	35%	39%	28%	35%	34%
				E	E				I			
Traditional services	296	164	133	71	91	135	110	186	52	73	107	65
	29%	34%	26%	24%	26%	37%	29%	30%	29%	35%	28%	27%
		B				CD						
I don't know	231	92	139	48	81	101	101	131	37	50	87	57
	23%	19%	27%	16%	23%	28%	27%	21%	21%	24%	23%	24%
			A			C	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K,L/M,N/O,P/Q,R/S,T

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Thinking about the following criteria, do you believe that sharing economy services such as Uber, Airbnb, etc, provide the better experience, or do you believe that traditional services such as Orbitz, Hotels.com, Expedia.com, a travel agent or booking directly with a service hotel or hire car service provide the better experience? Which provides ... - The best overall experience

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	304	701	573	432	487	87	248	183	540	465	878	127
Base: All Respondents (wtd)	1005	289	716	556	449	512	88	237	168	536	469	764	241
Sharing economy services	136	46	90	59	77	81	14	24	16	83	53	103	33
	14%	16%	13%	11%	17%	16%	16%	10%	10%	15%	11%	13%	14%
					C		*						
Both the same	341	110	231	177	164	196	38	78	29	175	166	243	98
	34%	38%	32%	32%	36%	38%	43%	33%	17%	33%	35%	32%	41%
						H	H*	H					
Traditional services	296	67	229	180	116	130	19	79	68	151	145	244	52
	29%	23%	32%	32%	26%	25%	22%	33%	41%	28%	31%	32%	22%
			A				*		EF			L	
I don't know	231	65	167	139	92	105	16	55	54	127	105	175	57
	23%	22%	23%	25%	21%	20%	19%	23%	32%	24%	22%	23%	24%
							*		EF				
Sigma	1005	289	716	556	449	512	88	237	168	536	469	764	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 5/2-5/3

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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