



# SHARING YOUR HOME

## LONDONERS SHOULD BE ABLE TO RENT THEIR HOME FOR EXTRA CASH.

Over three quarters (76%) of Londoners agree with the statement “Londoners should be free to share their homes for up to 90 days in order to make a little extra cash”. Londoners are also supportive of Airbnb specifically, with over half (56%) believing that it is a good thing for London, and just 13% thinking that it is a bad thing.

Of those that think Airbnb is a good thing, three quarters (76%) think so because it allows Londoners to make a little extra cash by letting out their home on a short term basis. Almost three fifths (58%) like that it allows tourists to live like a local and 56% believe it spreads tourism across London, therefore promoting lesser known cultural sites, local businesses and neighbourhoods.

## SOMETHING SHOULD BE DONE TO PREVENT PEOPLE GOING OVER THE 90 DAY LIMIT.

Three fifths (60%) of Londoners believe that something should be done to prevent people from renting out their entire property for longer than 90 days.

When thinking what could be done, two fifths (43%) think homesharing businesses should make it impossible for hosts to go over the 90 day limit, while 19% believe businesses should be forced to give all homeowners personal data, including names and addresses to local authorities. Just one in seven (13%) think the government should ban homeowners from sharing their homes in London entirely.

## ABOUT OPINIUM



What people  
think, feel and do.

**OPINIUM** is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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