Q3 - What was the primary purpose of the visit? - Selected Choice
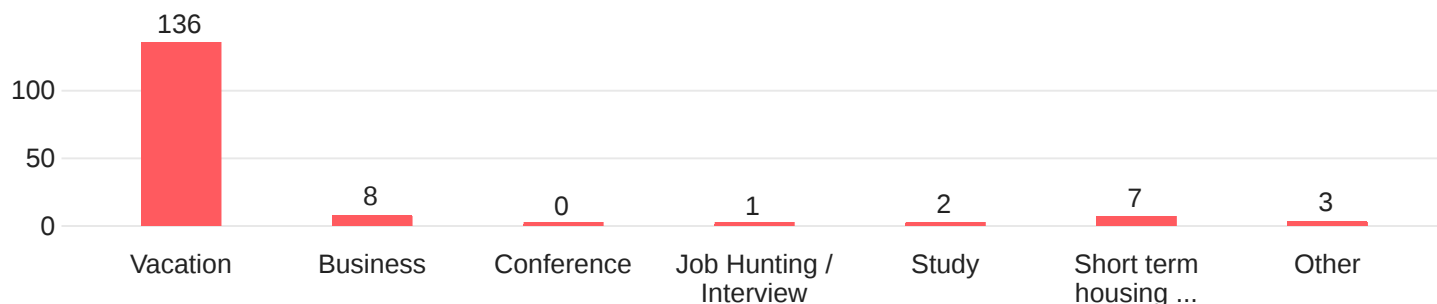
Vacation	Business	Conference	Job Hunting / Interview	Study	Short term housing ...	Other
136	8	0	1	2	7	3

Q4 - How often do you book an Airbnb when you are looking for stays?

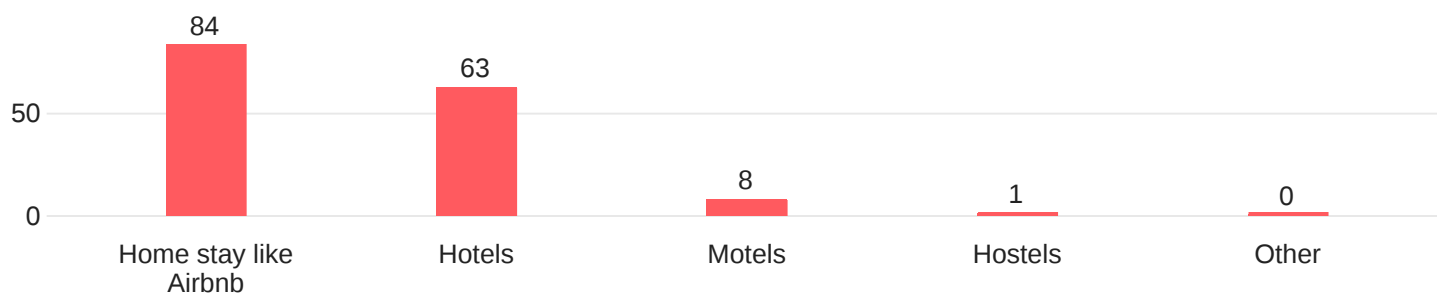| Always	Very Frequently	Occasionally	Rarely	Never
23	51	59	22	2
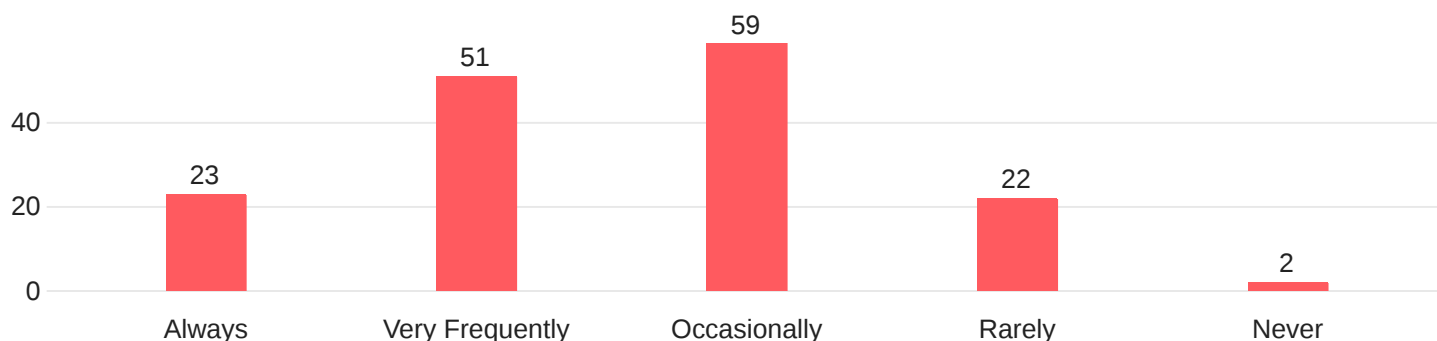
Q5 - What is the most important factor you consider when booking an Airbnb? - Selected Choice

Price	Rating	Picture and description of ...	Reviews	Location (e.g. near a tourist ...)	Other
66	27	15	22	26	0
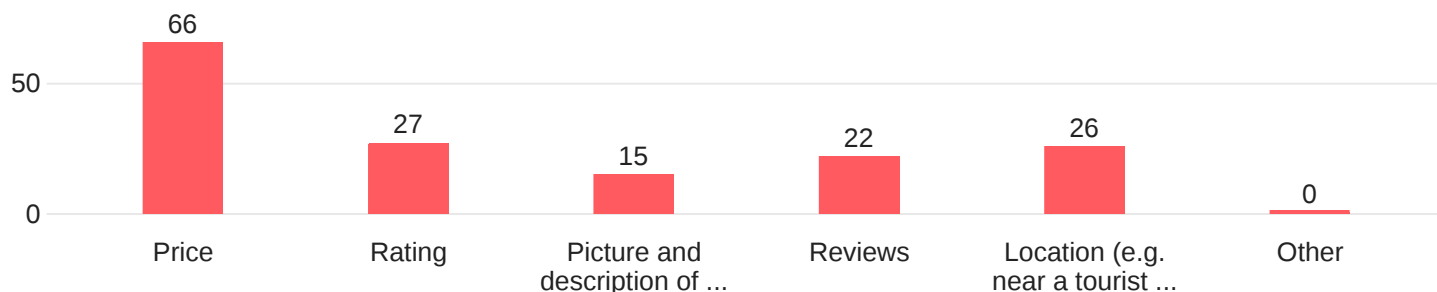
Q6 - For overnight stays during travel, what type of place do you prefer? - Selected Choice

Home stay like Airbnb	Hotels	Motels	Hostels	Other
84	63	8	1	0

Q7 - At all times, the photos of the property matched my expectations of the actual space.

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
47	87	18	3	1
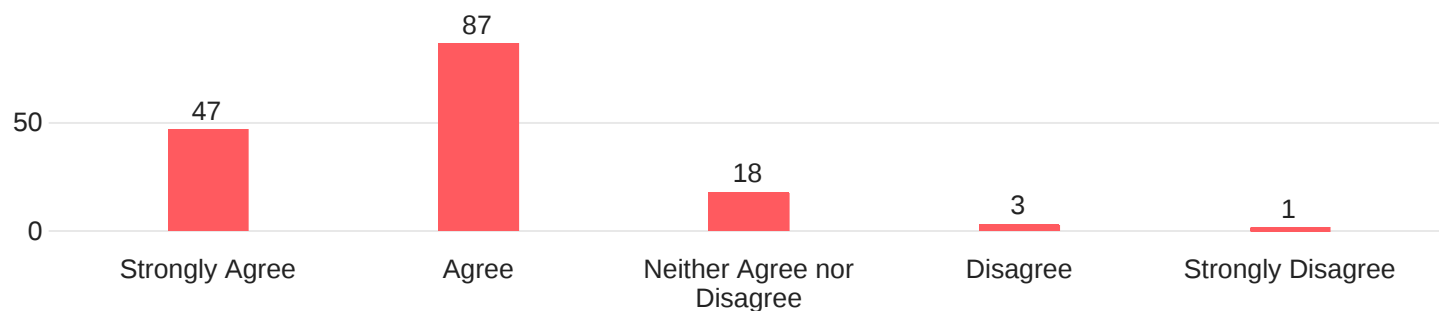
Q8 - How would you rate the accuracy of the post description compared to what is offered by the host in-person?

| 4 - Excellent	3 - Good	2 - Fair	1 - Poor
63	81	12	1
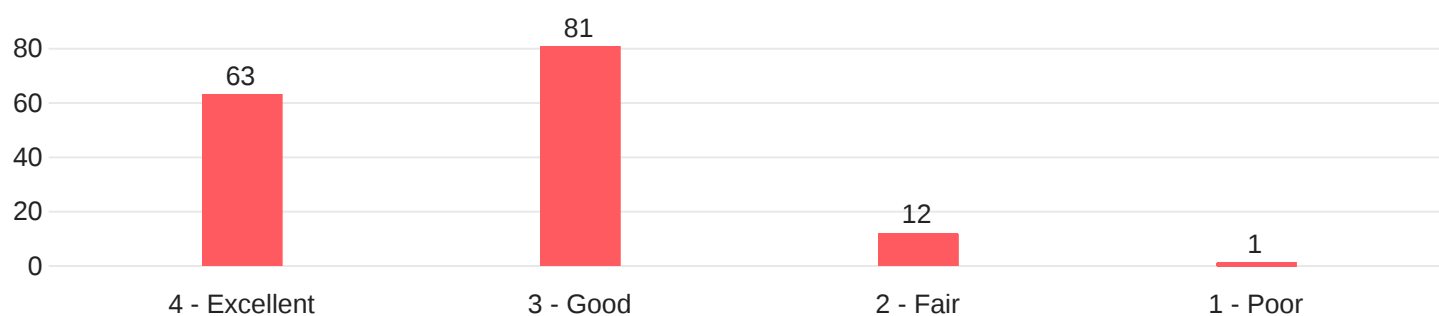
Q9 - How important is the property's security when you reserve a stay through Airbnb?

Extremely Important	Important	Moderately Important	Somewhat Important	Not Very Important
97	44	13	2	0
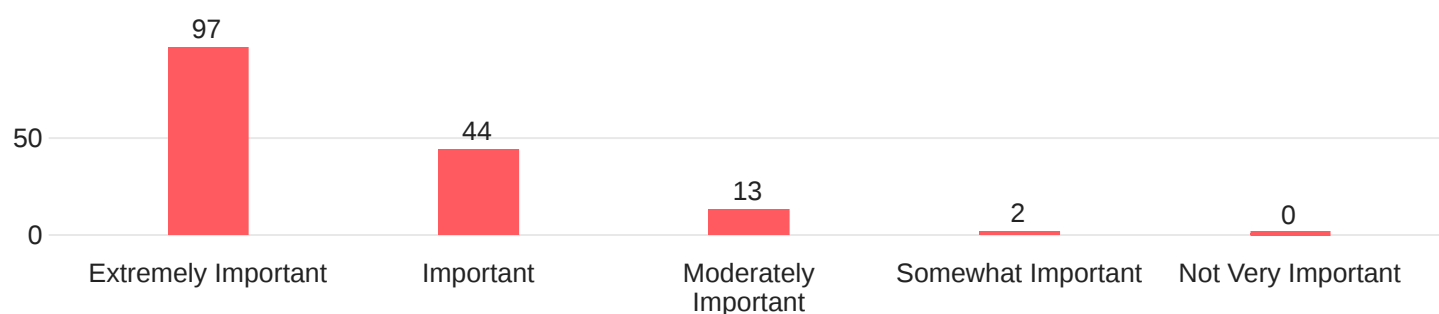
Q10- Satisfaction Level of Cleanliness

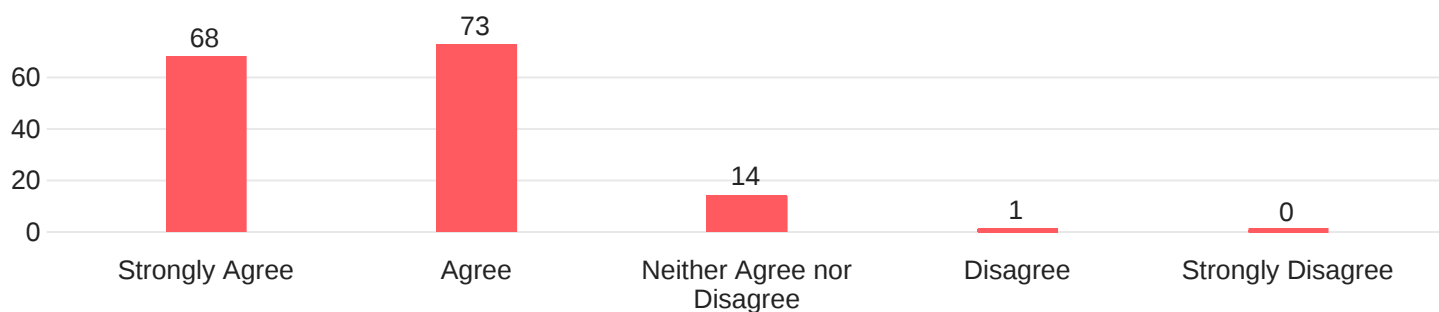| Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Satisfaction Level of Cleanliness	1.00	5.00	3.94	1.05	1.11	156	614.00

Q11 - Have you ever encountered properties on Airbnb that did not follow safety protocols (such as broken fire alarms/smoke/carbon monoxide detectors, improper maintenance of gas appliances, etc.)?

Yes [51]
No [105]
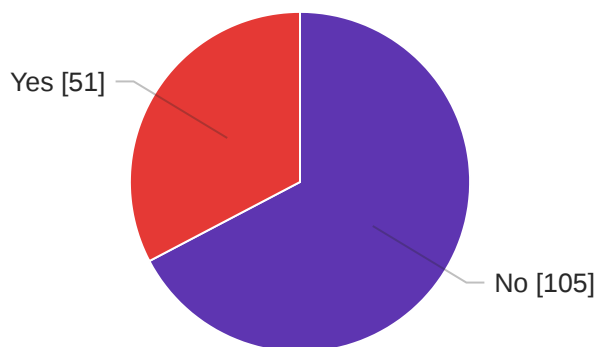
Q12 - How often have you been scammed when booking a stay on Airbnb?

Category	Value
Very Often	17
Often	15
Sometimes	13
Rarely	24
Never	87
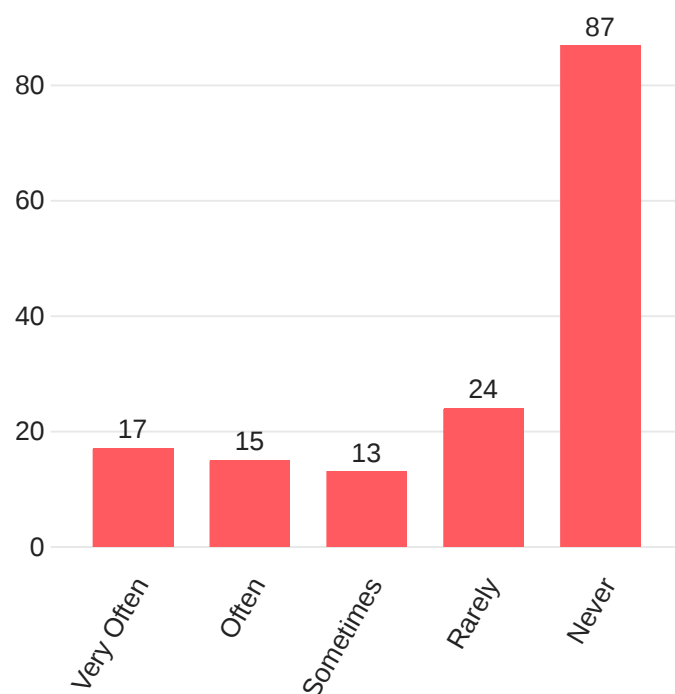
Q13 - The Airbnb app is easy to navigate in terms of searching for places to stay.

Category	Value
Strongly Agree	68
Agree	73
Neither Agree nor Disagree	14
Disagree	1
Strongly Disagree	0

Q14 - Booking a property on the Airbnb app is effortless.

Category	Value
Strongly Agree	56
Agree	72
Neither Agree nor Disagree	20
Disagree	6
Strongly Disagree	2
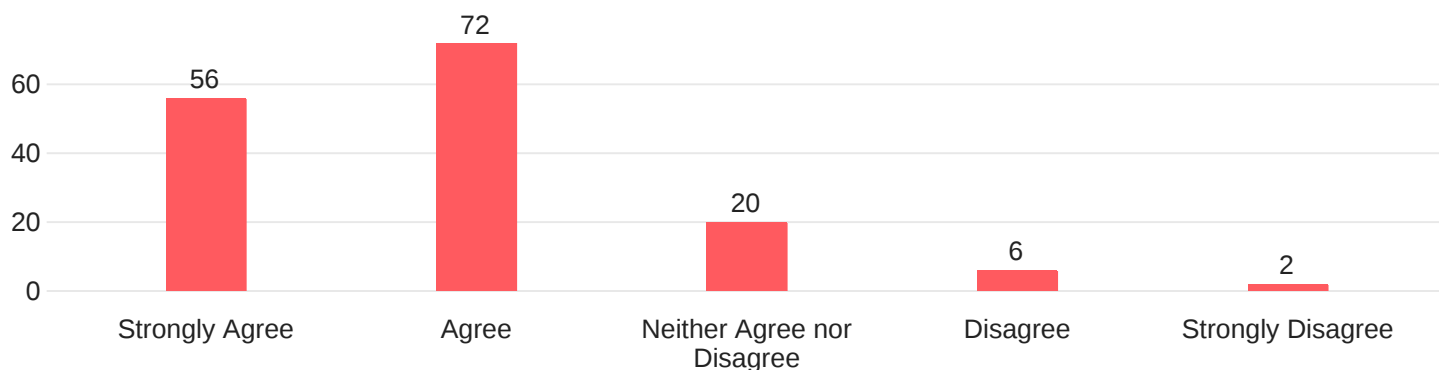
Q15 - How important or unimportant are the user reviews of properties when booking a stay on Airbnb?

Bar chart values:
- Extremely Important: 85
- Important: 50
- Moderately Important: 17
- Somewhat Important: 4
- Not Very Important: 0
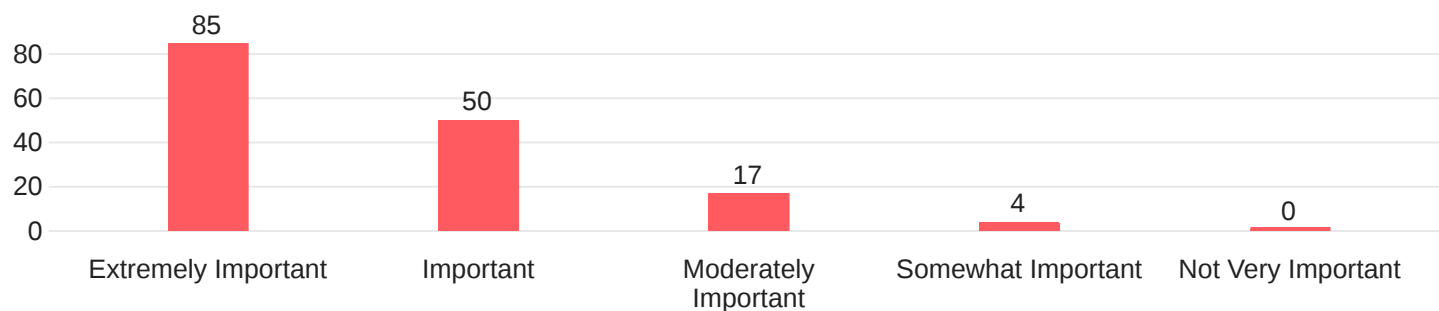
Q16 - How often have you been able to effectively communicate with the host on the Airbnb app under any circumstance?

Bar chart values:
- Always: 53
- Very Frequently: 55
- Occasionally: 35
- Rarely: 9
- Very Rarely: 1
- Never: 3
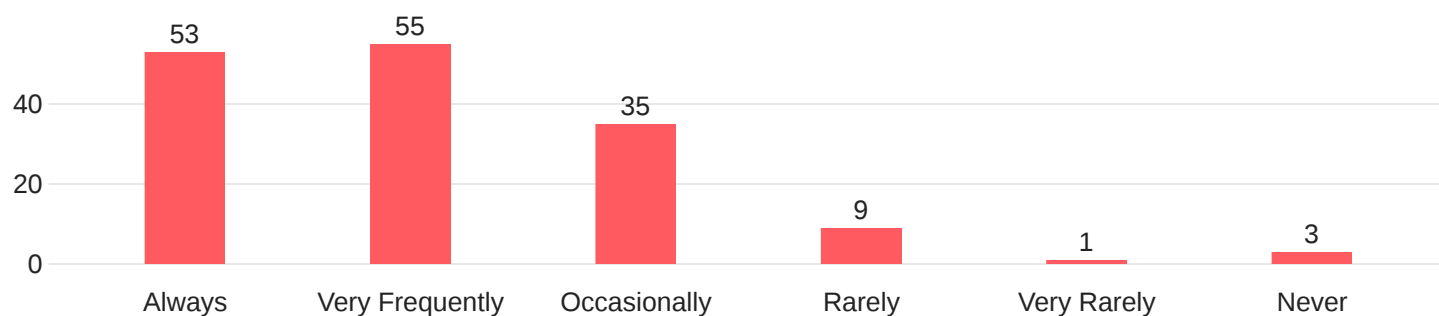
Q17 - There should be a better 'Sort' feature on the Airbnb app for viewing listings.

Bar chart values:
- Strongly Agree: 43
- Agree: 60
- Neither Agree nor Disagree: 46
- Disagree: 7
- Strongly Disagree: 0
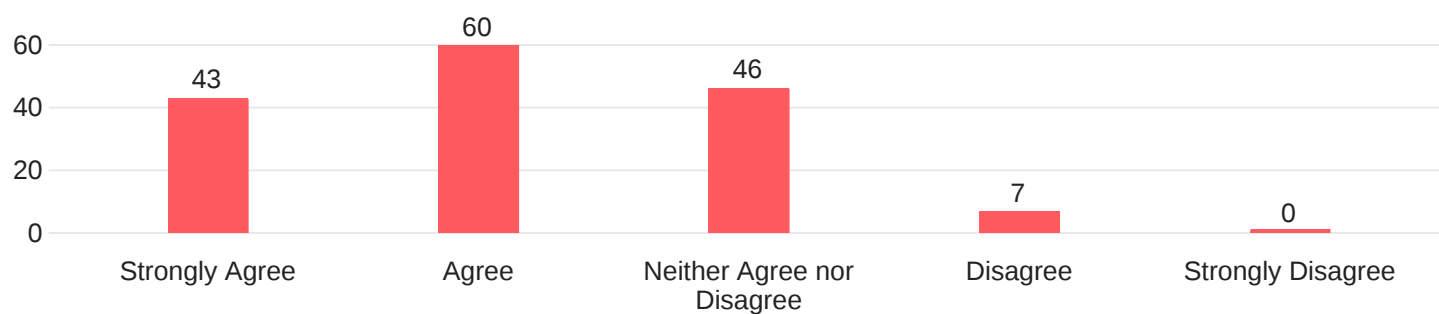
Q18 'Self-check-in' feature

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
'Self-check-in' feature	1.00	5.00	3.81	1.04	1.08	155	591.00

Q19 - How frequently or infrequently have you encountered glitches on the Airbnb app?

Always	Very Frequently	Occasionally	Rarely	Very Rarely	Never
19	27	21	27	34	28
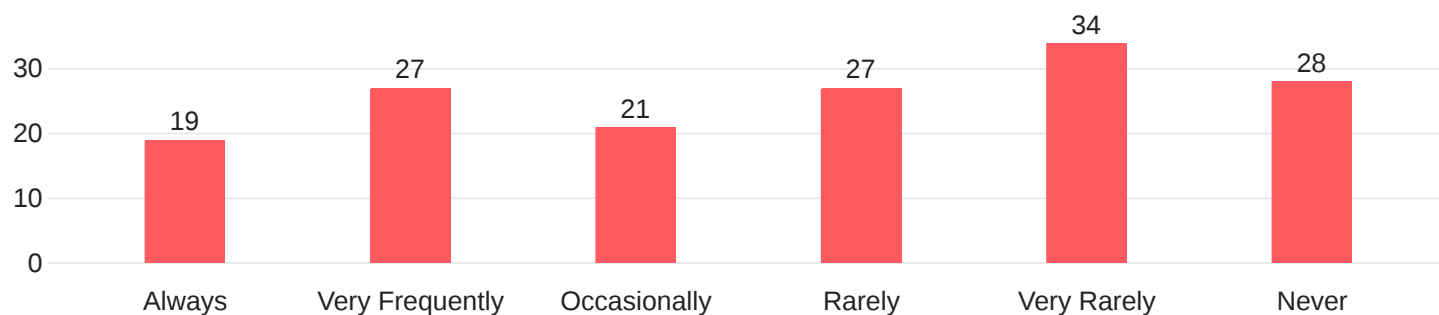
Q20 - Airbnb should show listings from third-party sites (such as Google Hotel Search or Hopper).

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
31	55	39	23	8
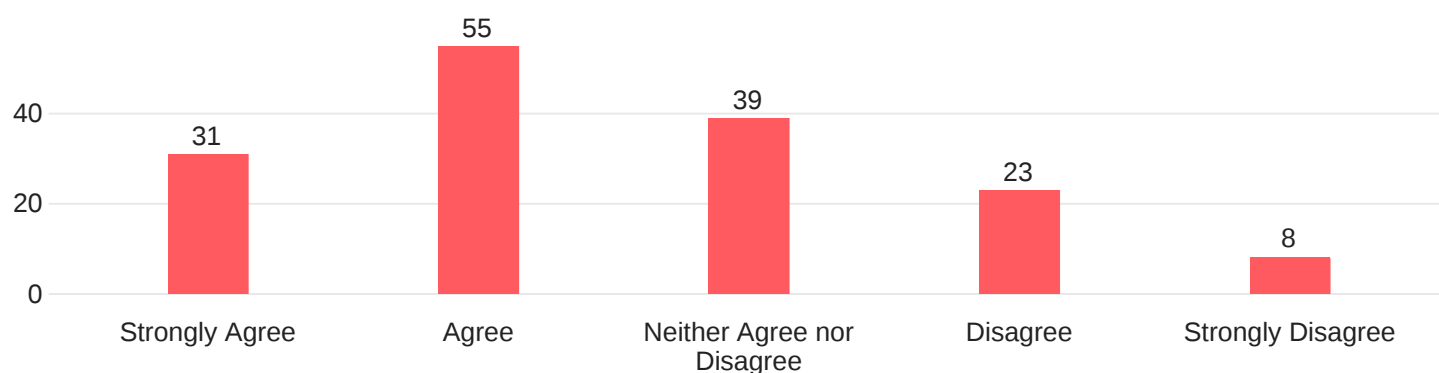
Q21 - The base price of properties on Airbnb are reasonable (excluding fees/additional costs).

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
38	87	24	5	1
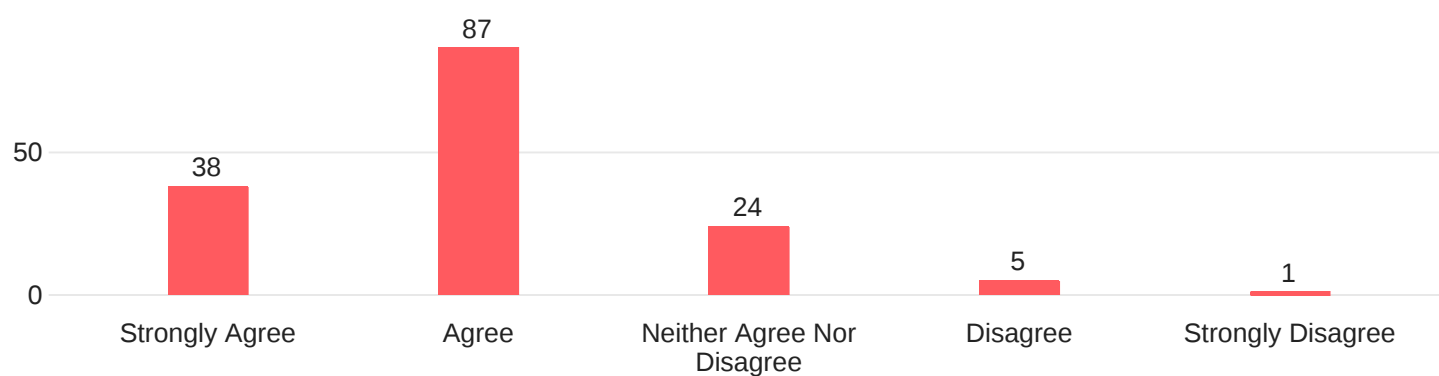
Q22 - If you want to stay in a highly rated property on Airbnb, how frequently or infrequently are you willing pay a higher price?

Always	36	
Very frequently	50	
Occasionally	52	
Rarely	11	
Very Rarely	4	
Never	2	
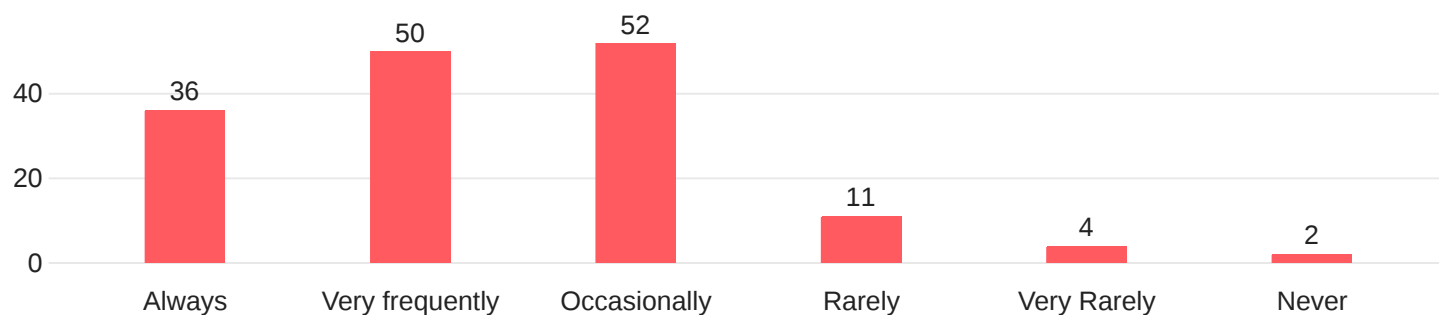
Q23 - I'm willing to pay higher prices for Airbnb Superhosts.

Definitely will	41
Probably will	70
Probably will not or probably will	30
Probably Will Not	14
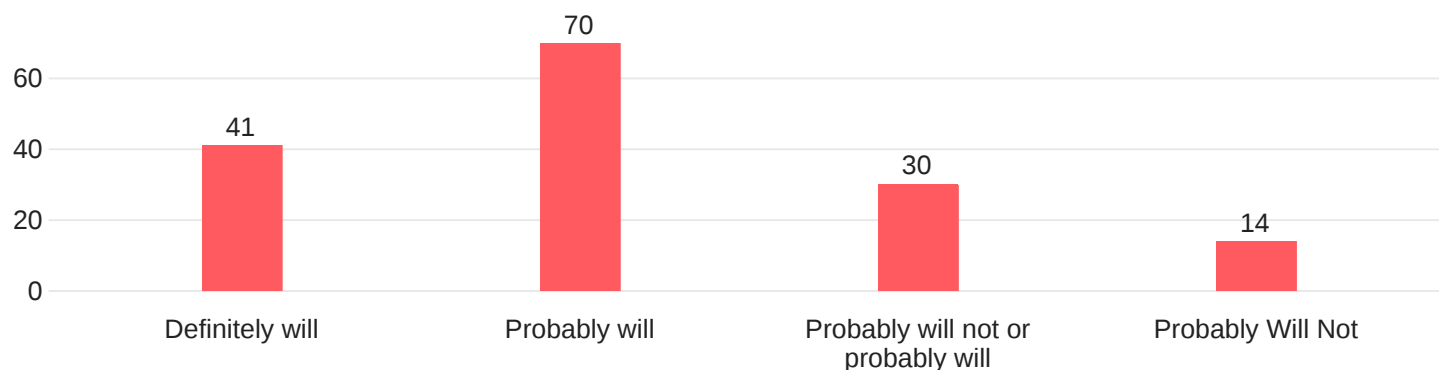
Q25 - How often have you negotiated the price of your stay with the host?

Always	21
Very Frequently	23
Occasionally	36
Rarely	17
Very Rarely	13
Never	45
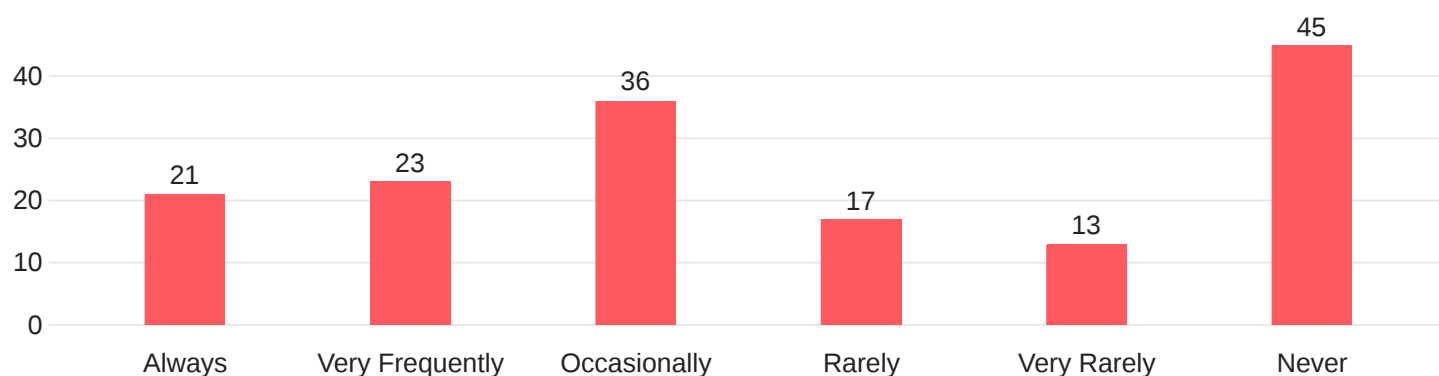
Q26 - I am nervous about the prices of Airbnb when my vacation dates are closer.

Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
30	50	38	25	12
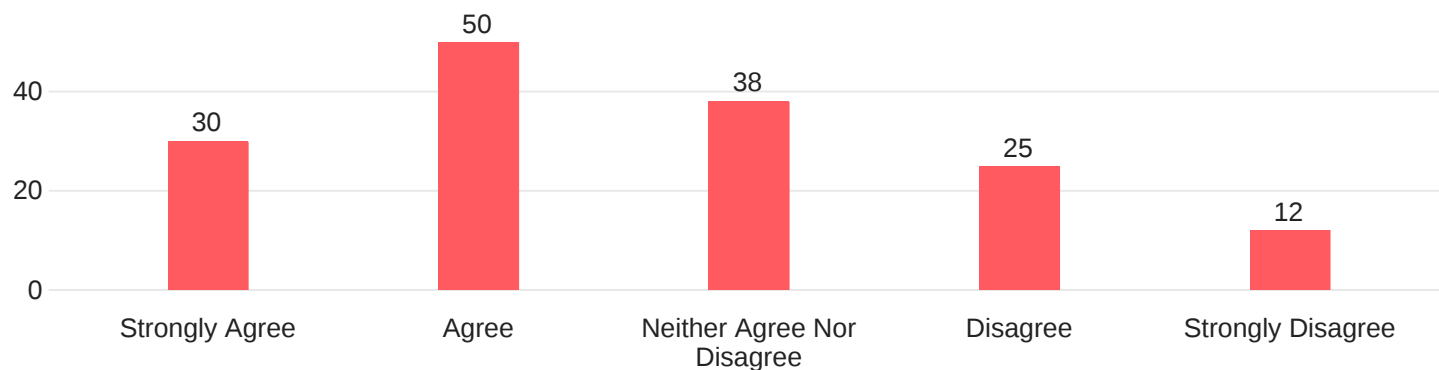
Q27 - I shop around for the best deals in addition to using Airbnb.

Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
56	76	17	4	2
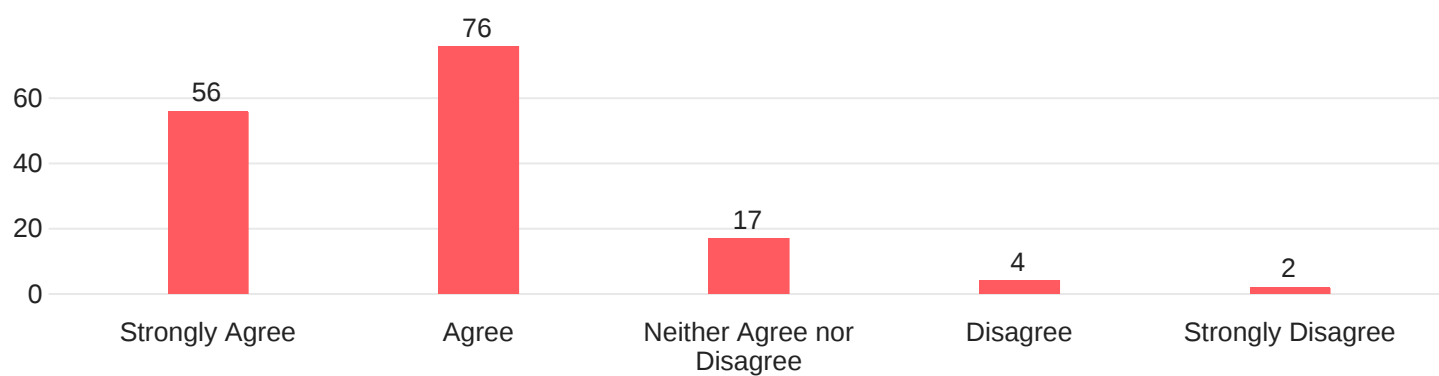
Q28 - How often do you look for a discount while booking accommodation for travels?

Always	Very Frequently	Occasionally	Rarely	Very Rarely	Never
55	57	37	5	0	0
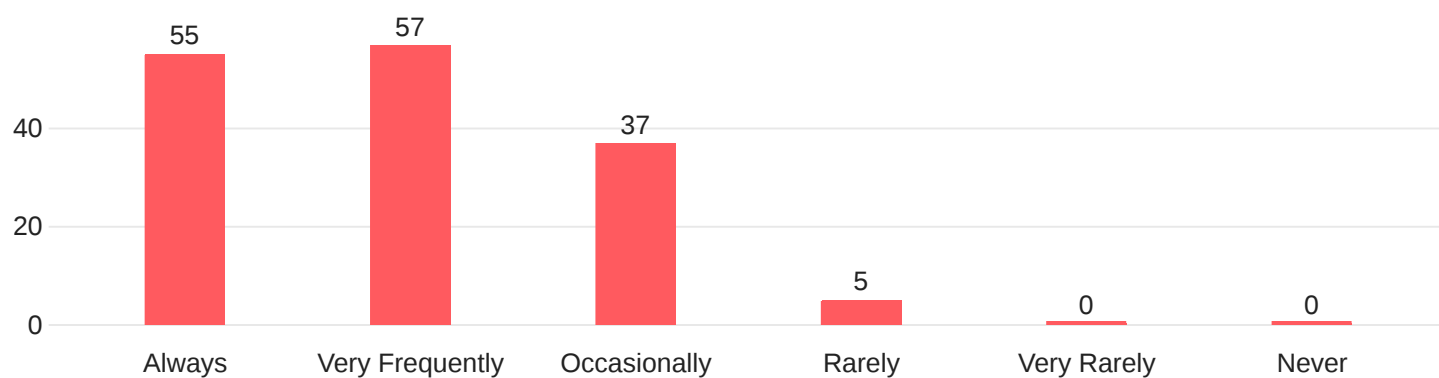
Q29 - Receiving monthly promotions from Airbnb will encourage me to book more stays.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Count	59	63	21	9	2
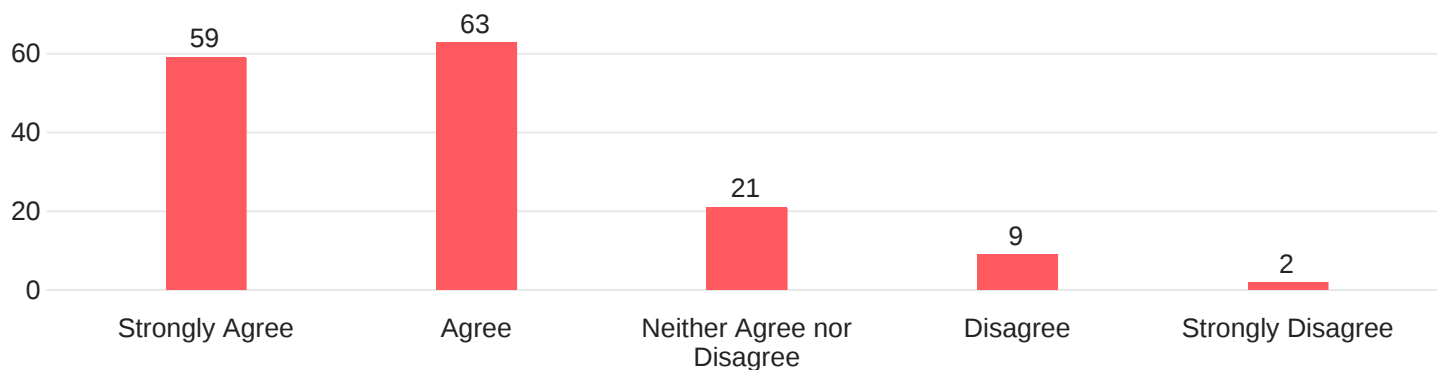
Q30 - I can plan more vacations on weekdays if the rates are significantly discounted.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Count	60	62	26	6	0
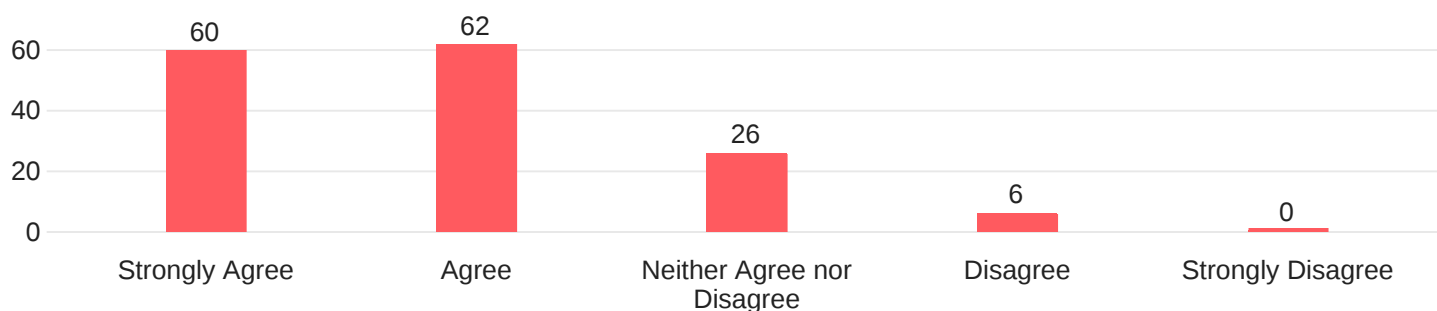
Q31 - I would certainly book stays with Airbnb if I get reward points on my credit card.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
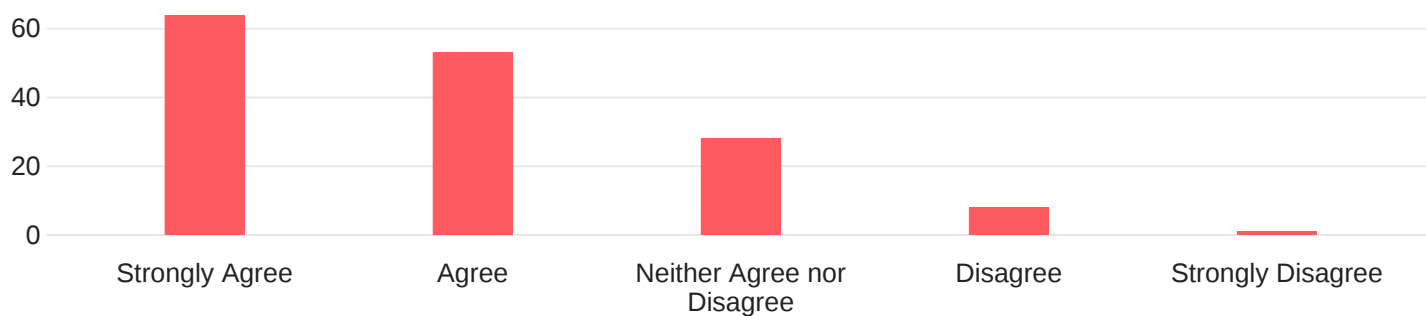
Q32 - If Airbnb were to launch a rewards program, I would book more stays at Airbnb properties.

Bar chart with categories: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree
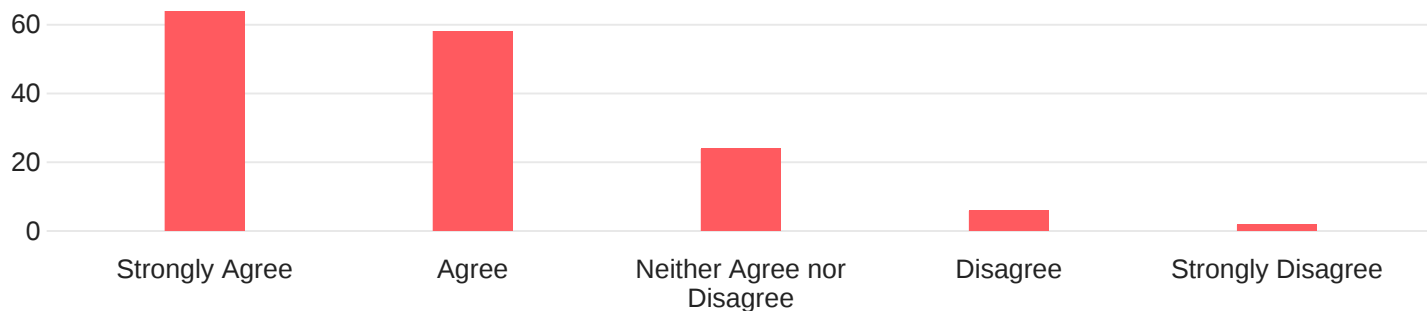
Q33 - I would prefer extra amenities (access to pool, a jacuzzi, washer dryer etc) at no charge over discounts, on my overall reservation amount

Bar chart:
- Strongly Agree: 61
- Agree: 55
- Neither Agree nor Disagree: 24
- Disagree: 8
- Strongly Disagree: 6
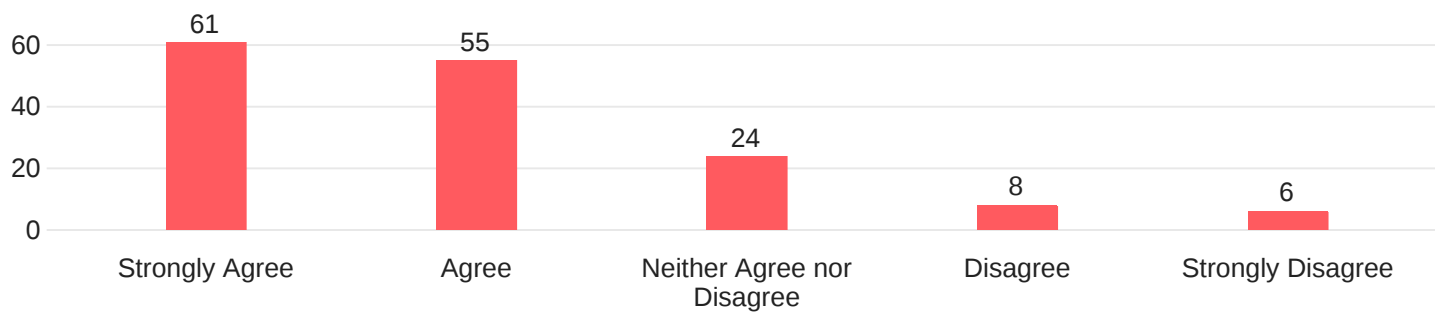
Q34 - The most preferred channel to receive my promotion is: - Selected Choice

Bar chart:
- Email: 96
- SMS: 35
- Mail: 7
- Social media: 12
- Television: 4
- Other: 0
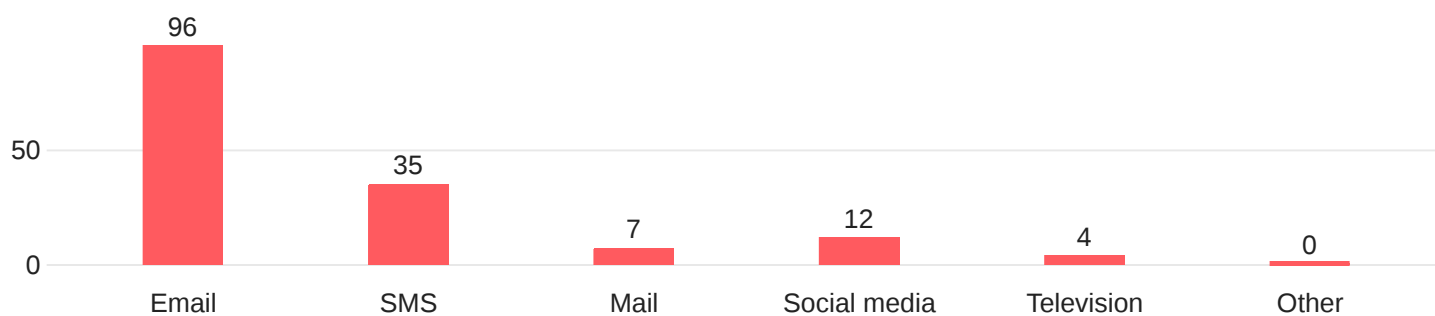
Q35 - If Airbnb had a personality trait, what would it be?

Bar chart:
- Desirable: 82
- Fear: 11
- Trust-Worthy: 52
- Stressful: 9
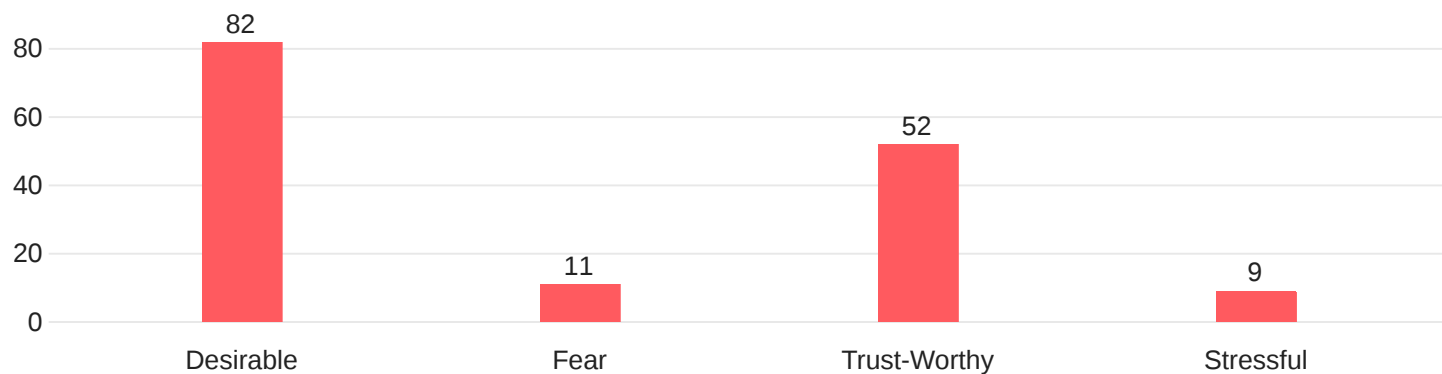
Q36 - How likely are you to recommend Airbnb to others?

Bar chart:
- Very likely: 62
- Likely: 72
- Neither likely nor unlikely: 17
- Unlikely: 3
- Very unlikely: 0

Q37 - How old are you?

	Under 18	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65+ years old
Choice Count	2	35	61	34	15	6	4

● Choice Count
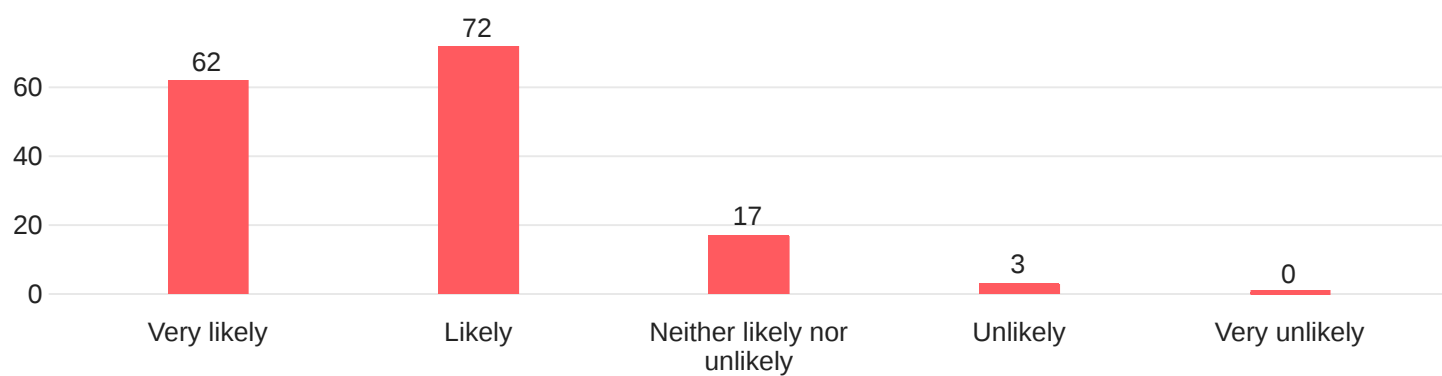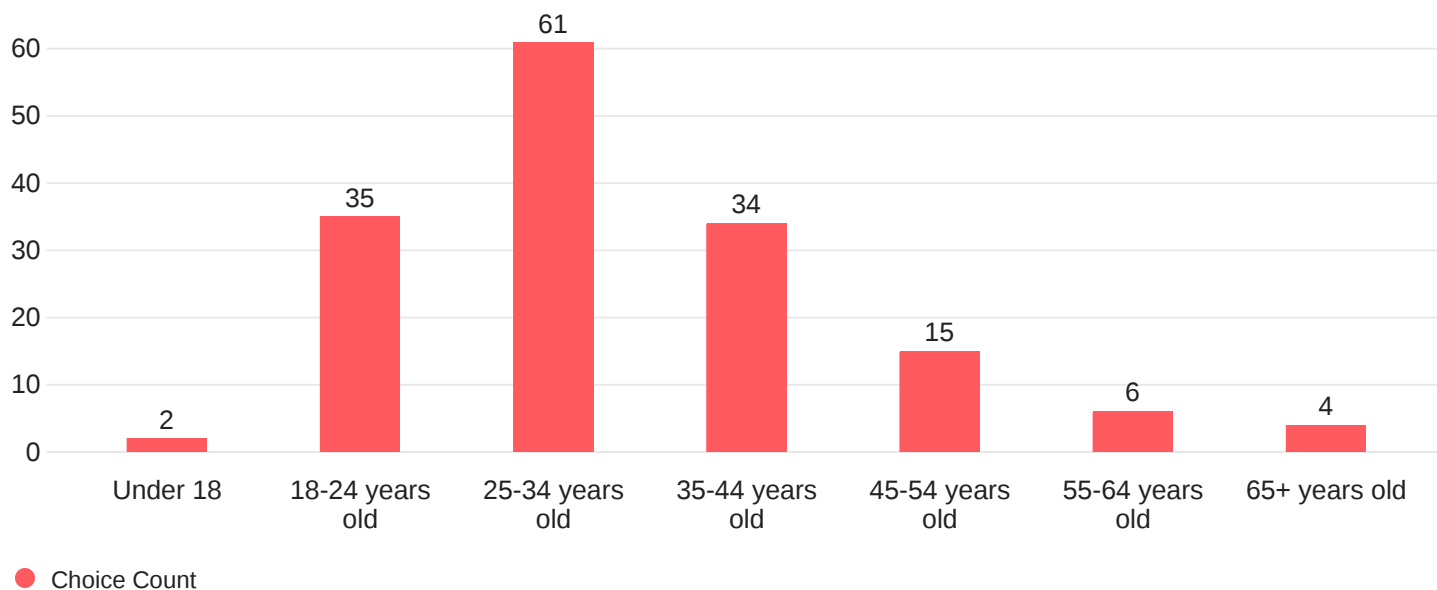
Q39 - Please indicate the answer that includes your entire household income in (previous year) before taxes.

	Choice Count
Less than $10,000	14
$10,001 to $25,000	26
$25,001 to $50,000	42
$50,001 to $75,000	38
$75,001 to $99,999	13
more $100,000	24

● Choice Count
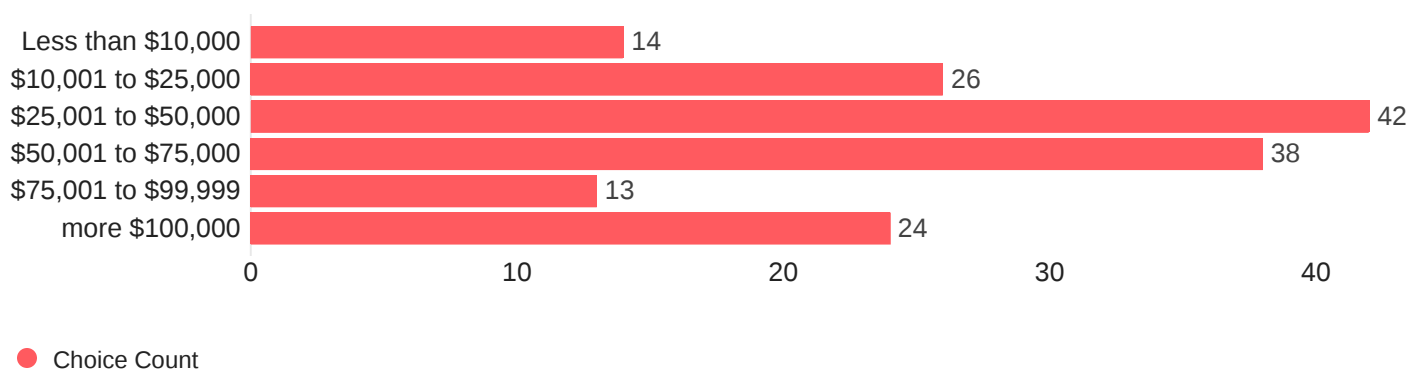
Q38 - 50 States, D.C. and Puerto Rico

State	Count
Alabama	7
Alaska	0
Arizona	1
Arkansas	3
California	9
Colorado	0
Connecticut	2
Delaware	0
District of Columbia	0
Florida	11
Georgia	7
Hawaii	0
Idaho	2
Illinois	10
Indiana	3
Iowa	1
Kansas	0
Kentucky	4
Louisiana	1
Maine	0
Maryland	0
Massachusetts	0
Michigan	8
Minnesota	2
Mississippi	1
Missouri	7
Montana	1
Nebraska	1
Nevada	3
New Hampshire	1
New Jersey	2
New Mexico	0
New York	7
North Carolina	4
North Dakota	1
Ohio	11
Oklahoma	1
Oregon	1
Pennsylvania	8
Puerto Rico	0
Rhode Island	0
South Carolina	3
South Dakota	0
Tennessee	4
Texas	15
Utah	0
Vermont	1
Virginia	3
Washington	1
West Virginia	0
Wisconsin	1
Wyoming	1
I do not reside in the United States	7