

Airbnb-Survey

Positioning

1. For the following statements about the **Airbnb** website, please provide a rating from 0 to 5, where 0 means you have never used the website, 1 means you strongly disagree, and 5 means you strongly agree.

Mark only one oval per row.

	0	1	2	3	4	5
Businesspeople book business trips here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book unique stays here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book chain hotels here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Families book travel here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young travelers prefer this site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodations are affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking is intuitive and easy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descriptions and photos are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. For the following statements about the **Vrbo** website, please provide a rating from 0 to 5, where 0 means you have never used the website, 1 means you strongly disagree, and 5 means you strongly agree.

Mark only one oval per row.

	0	1	2	3	4	5
Businesspeople book business trips here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book unique stays here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book chain hotels here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Families book travel here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young travelers prefer this site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodations are affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking is intuitive and easy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descriptions and photos are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. For the following statements about the **Booking.com** website, please provide a rating from 0 to 5, where 0 means you have never used the website, 1 means you strongly disagree, and 5 means you strongly agree.

Mark only one oval per row.

	0	1	2	3	4	5
Businesspeople book business trips here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book unique stays here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Booking is intuitive and easy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descriptions and photos are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. For the following statements about the **Tripadvisor** website, please provide a rating from 0 to 5, where 0 means you have never used the website, 1 means you strongly disagree, and 5 means you strongly agree.

Mark only one oval per row.

	0	1	2	3	4	5
Businesspeople book business trips here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelers book unique stays here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Booking is intuitive and easy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descriptions and photos are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. For the following statements about the **Expedia** website, please provide a rating from 0 to 5, where 0 means you have never used the website, 1 means you strongly disagree, and 5 means you strongly agree.

Mark only one oval per row.

	0	1	2	3	4	5
Businesspeople book business trips here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Descriptions and photos are accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Segmentation Multiple Choice

6. How often do you use Airbnb to book rooms in the past 12 months?

Mark only one oval.

- ☐ Never used
- ☐ 1 - 2 times
- ☐ 3 - 5 times
- ☐ 6 - 10 times
- ☐ 10 - 15 times
- ☐ More than 15 times

7. Among the Airbnb accommodations you have booked, how frequently do you book "**Entire house/apartment**" type accommodations? Please use the following scale: 0 = Not applicable, 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Always.

Mark only one oval per row.

	0	1	2	3	4	5
Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Among the Airbnb accommodations you have booked, how frequently do you book "**Private bedroom with shared amenities**" type accommodations? Please use the following scale: 0 = Not applicable, 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Always.

Mark only one oval per row.

	0	1	2	3	4	5
Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Among the Airbnb accommodations you have booked, how frequently do you book "**Shared bedroom**" type accommodations? Please use the following scale: 0 = Not applicable, 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Always.

Mark only one oval per row.

	0	1	2	3	4	5
Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Among the Airbnb accommodations you have booked, how frequently do you book "**Unique stays (e.g., treehouse, camping, castles)**" type accommodations? Please use the following scale: 0 = Not applicable, 1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, 5 = Always.

Mark only one oval per row.

	0	1	2	3	4	5
Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Airbnb has recently launched a new product “Icons” that will provide free but very limited accommodation experience in world’s greatest icons, such as Ferrari Museum and Barbie’s house from the movie “Barbie”. On a scale from 0 to 5, how aware were you of Airbnb’s "Icons" experiences before today?

Mark only one oval.

- ☐ 0 - Not aware at all
- ☐ 1 - Slightly aware
- ☐ 2 - Somewhat aware
- ☐ 3 - Moderately aware
- ☐ 4 - Very aware
- ☐ 5 - Extremely aware

12. How likely are you to apply for this “Icons” experience?

Mark only one oval.

- ☐ 0= Not applicable
- ☐ 1= Very unlikely
- ☐ 2= Unlikely
- ☐ 3= Neutral
- ☐ 4= Likely
- ☐ 5= Very likely

Demographic information

13. What is your age group?

Mark only one oval.

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 and above

14. What is your gender?

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

15. What is your annual household income?

Mark only one oval.

- ☐ Less than \$25,000
- ☐ \$25,000 - \$50,000
- ☐ \$50,000 - \$75,000
- ☐ \$75,000 - \$100,000
- ☐ \$100,000 - \$150,000
- ☐ Over \$150,000
- ☐ Prefer not to say

16. How often do you travel for leisure?

Mark only one oval.

- ☐ Once a year
- ☐ 2 - 3 times a year
- ☐ 4 - 5 times a year
- ☐ More than 5 times a year
- ☐ Rarely or never

17. How often do you travel for business?

Mark only one oval.

- ☐ Once a year
 - ☐ 2 - 3 times a year
 - ☐ 4 - 5 times a year
 - ☐ More than 5 times a year
 - ☐ Rarely or never
-

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