

TO: Interested Parties

DT: 1/12/26

RE: Washington Short-Term Rental Tax Survey

Methodology

This memo reflects the results from a statewide multi-modal survey of 500 registered voters in Washington state conducted by EMC Research and Fulcrum Strategic. The survey was conducted December 1-7, 2025 and has an overall margin of error ± 4.4 percentage points

Summary

Before any messaging, a majority of voters oppose proposed legislation allowing “local governments to impose a special excise tax of up to 4% on all short-term rental properties” with the money raised to “be used to fund affordable housing programs.” Pro-tax messaging has no impact on support, while anti-tax messaging leads to supermajority opposition (60% opposed), with half of Washington State voters strongly opposed.

Prior to any messaging:

- ***voters are significantly more likely to believe that a new short-term rental tax will have more negative consequences than positive benefits***
- ***in particular, voters are skeptical that increasing short-term rental taxes will have a meaningful impact on housing availability or affordability***

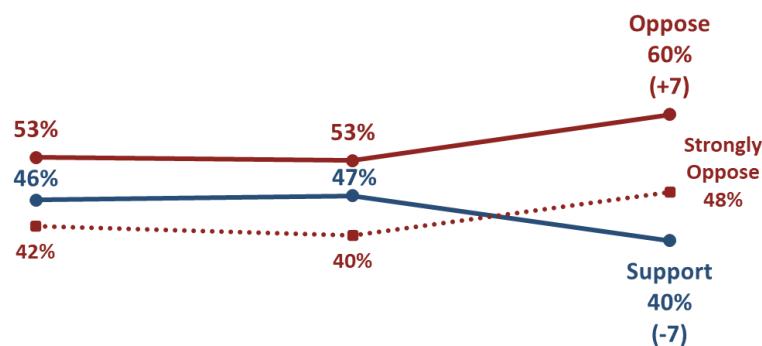
Just under half of voters say they are less likely to vote for a legislator who supports this proposed legislation. Only 1-in-4 say they would be more likely to vote for a legislator who supports it.

Key Findings

Opposition to allowing “local governments to impose a special excise tax of up to 4% on all short-term rental properties” never drops below a majority, even with respondents hearing support messages first.

- **Strong** opposition is significant throughout and is close to or exceeds **total** support.

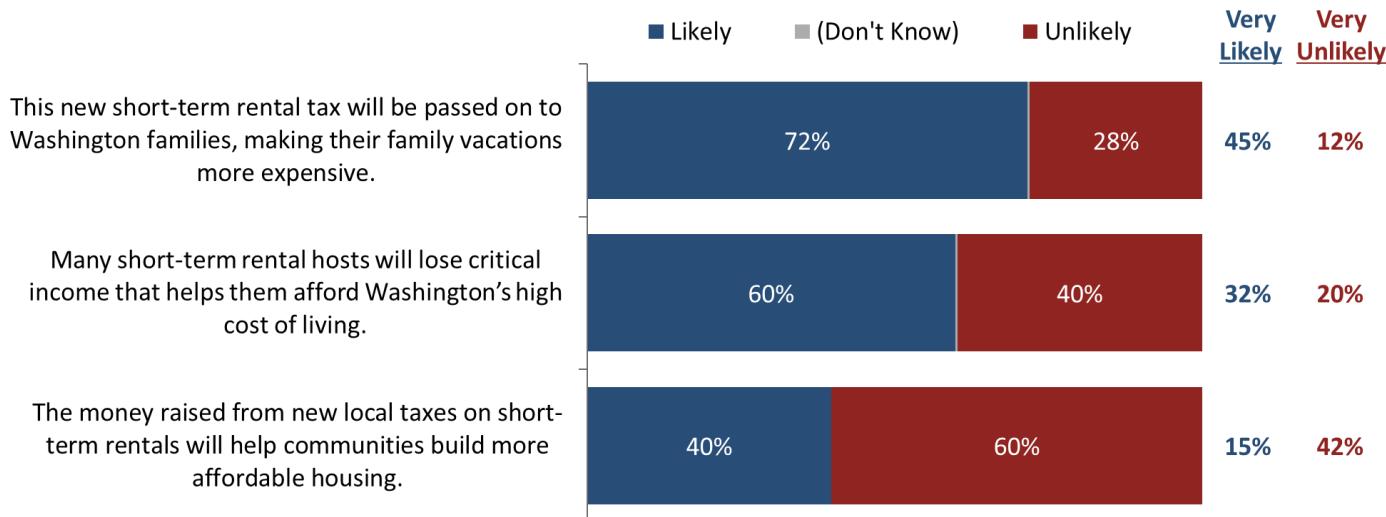
“The Washington State Legislature is considering a bill that would allow local governments to impose a special excise tax of up to 4% on all short-term rental properties. The money raised would be used to fund affordable housing programs.”



Voters are much more likely to believe that implementing a new short-term rental tax will have negative consequences than positive benefits.

- Most believe this tax will be passed on to Washington families and 6-in-10 think hosts will lose critical income.
- By contrast 60% think it is unlikely that this new tax will make housing more affordable.

"There are a number of things that could happen if this new short-term rental tax passes. For each of the following, please tell me how likely you think that result is."



Just under half of registered voters in Washington State say they are less likely to vote for a legislator who supports this new STR tax.

- Only 1-in-4 say they would be more likely to vote for a legislator who supports the tax.