



REPORT | 3 NOVEMBER, 2016

# Battleground Boon: Housing on the Trail

The 11th-hour arms race in closely contested battles for the presidency and control of the US Senate always draws exacting scrutiny. Every pundit, strategist and volunteer has their own metric and own take on the most telling stats: Which states are seeing more resources, and which are seeing fewer? Where are advertisers going big or going dark? Where are volunteers pouring in or pulling out? And the list goes on.

Airbnb has a new metric for the whiteboards: pre-election guest arrivals at Airbnb listings in battleground counties, including guest arrivals from out of state.

Across the 25 counties identified by Politico as battlegrounds in the race for president, 13 are showing either “peak weekends,” meaning their highest numbers of Airbnb guest arrivals for any weekend since November 9, 2015, or “local peak weekends,” showing a spike in guest arrivals compared to surrounding weekends. In both cases, the spikes in activity are being driven by out-of-state arrivals.

Storied swing counties like Bucks County, Pennsylvania and Macomb County, Michigan are seeing record levels of guest arrivals for the 12 months leading up to November 8. Bucks County saw 175 arrivals over the weekend of October 21-23, compared to a typical (for the past year) weekend of 99. Macomb County saw 30 guest arrivals over the last weekend of October compared to a typical weekend of 21.

Less storied but equally crucial Brown County, Wisconsin, home of Green Bay, saw a whopping 421 guest arrivals over Columbus Day weekend, compared to a typical (for the past year) weekend showing of just 24 guest arrivals and a 12-month average of 68.

Overall, the 25 battleground counties are seeing 62,000 Airbnb guest arrivals in the month leading up to Election Day, 86 percent of which are coming from out of state.

Important to keep in mind is that many of these counties are also key to the outcome of the battle for control of the US Senate: New Hampshire, Pennsylvania and Wisconsin are all holding closely contested US Senate races, with the Republican majority in serious doubt. Florida and Ohio’s Senate races are somewhat less competitive but still drawing national attention.

Also important to keep in mind: football may be playing a role in the increases, especially in a county like Brown in Wisconsin, home to the Green Bay Packers.

Of course, guests have countless possible reasons to book a listing in a certain geography, which means Airbnb can’t always attribute an increase in guest arrivals to a single event, even a significant one. But we can see that a number of the nation’s most politically critical counties are unusually popular at the moment



## Peak Weekend Guest Arrivals

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These nine battleground counties are seeing their highest numbers of guest arrivals for the 12 months leading up to November 8, 2016:

	Peak Weekend	Guest Arrivals During Peak Weekend	Guest Arrivals During Typical Weekend	Guest Arrivals During 12 month period
<b>Duval County, Florida</b>	Oct. 28 to Oct 30	789	369	376
<b>Macomb County, Michigan</b>	Oct. 28 to Oct. 30	30	21	21
<b>Hillsborough County, New Hampshire</b>	Oct. 7 to Oct. 9	357	205	197
<b>Forsyth County, North Carolina</b>	Oct.28 to Oct. 30	219	73	80
<b>Wake County, North Carolina</b>	Oct. 7 to Oct. 9	615	425	402
<b>Bucks County, Pennsylvania</b>	Oct. 21 to Oct. 23	175	99	93
<b>Henrico County, Virginia</b>	Oct. 14 to Oct. 16	54	16	19
<b>Loudon County, Virginia</b>	Oct. 7 to Oct. 9	214	120	123
<b>Brown County, Wisconsin</b>	Oct. 7 to Oct. 9	421	24	68

## Local Peak Weekend Guest Arrivals

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And these additional four battleground counties are seeing spikes in guest arrivals compared to surrounding weekends:

<b>County</b>	<b>Local Peak Weekend</b>	<b># of Guest Arrivals During Local Peak Weekend</b>	<b># of Guest Arrivals the Weekend Before</b>	<b># of Guest Arrivals the Weekend After</b>
<b>Palm Beach County, FL</b>	Oct. 21 to Oct. 23	740	526	454
<b>Polk County, Iowa</b>	Oct. 14 to Oct. 16	207	171	119
<b>Scott County, Iowa</b>	Oct. 28 to Oct. 30	37	20	23
<b>Hamilton County, Ohio</b>	Oct. 21 to Oct. 23	578	574	383