

NYC STR Reforms: What New Yorkers Actually Want

Following the Democratic Primary for Mayor of New York City, the Brooklyn Chamber of Commerce commissioned a poll to understand how New Yorkers feel about the direction of the city, the economy, views on housing affordability, and opinions on short-term rental regulations.

The poll surveyed 503 adults across all boroughs and key demographic groups from July 7-13, 2025.

The findings reveal broad concern about housing affordability, a lack of public awareness around the severity of current short-term rental regulation. New Yorkers are frustrated with the status quo and are open to more innovative, balanced solutions that better reflect their needs, particularly around affordability, fairness, and neighborhoods.

There is a disconnect between current short-term rental policy and public sentiment. New Yorkers want solutions that address the real drivers of the housing crisis, and many do not believe the current restrictions have delivered results.

What New Yorkers Are Saying

1. Housing affordability is a top of mind issue for New Yorkers

- + 73% say housing affordability is headed in the wrong direction
- + 59% say they are considering leaving the city due to housing or cost-of-living pressures
- + 51% blame large landlords for the current housing issues

2. There is strong dissatisfaction with the current short-term rental laws

- + 82% agree affordability hasn't improved since Airbnb was restricted and rents have continued to rise
- + 66% didn't realize the law was so strict
- + 78% want the law revisited or are open to it, this climbs to 84% among Mamdani voters

3. Residents want practical reforms

- + 85% agree STRs that allow families to stay together should be allowed.
- + 76% support allowing people to rent out their home while they're away
- + 79% support proposed updates to allow stays without a host present and increase the guest limit

4. The impact on outer borough is a real concern

- + 77% say fewer visitors to the outer boroughs is a valid reason to revisit the law

- + These concerns are heightened among communities of color
 - + Roughly one-third of Black and Hispanic residents (34%), as well as 34% of Staten Island and 36% of Bronx residents, say that fewer visitors to the outer boroughs is definitely a reason to revisit the short-term rental law.

5. New Yorkers broadly agree that Airbnb offers flexible income opportunities – and that rents have continued to rise since it was restricted

- + 57% of New Yorkers believe the legislation has unintended consequences
- + 58% of residents are concerned that rents are at a record high
- + 95% agree that New Yorkers need flexible ways to get by in a high-cost city