

Instant recognition of the term “Sharing Economy” is low

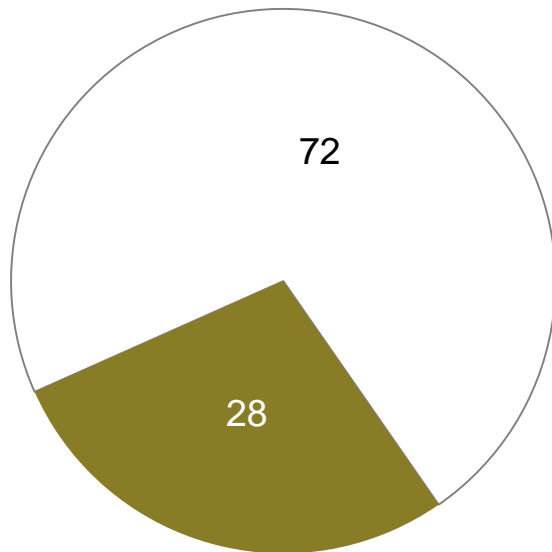
Instant recognition of the term “Sharing Economy”

Multiple choice, figures in % (rounded)

Question: Are you familiar with the term “Sharing Economy”?

German online population

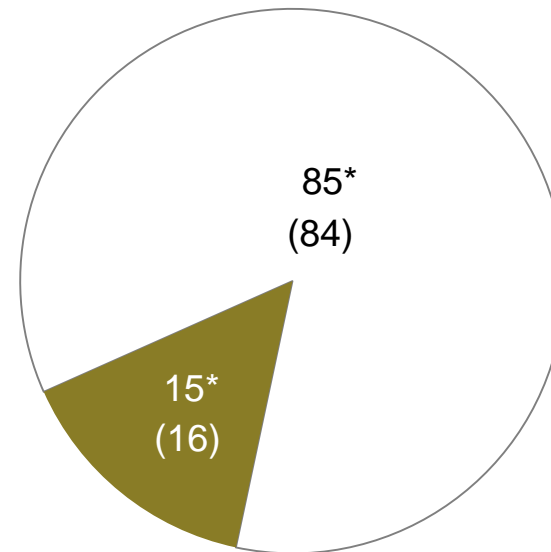
□ No ■ Yes



Source: GfK Verein, online questionnaire, November 2015, internet users aged 14+ in Germany (representative), N = 1035 respondents

Total German population

□ No ■ Yes



*without answers „I don't know“, N=988)

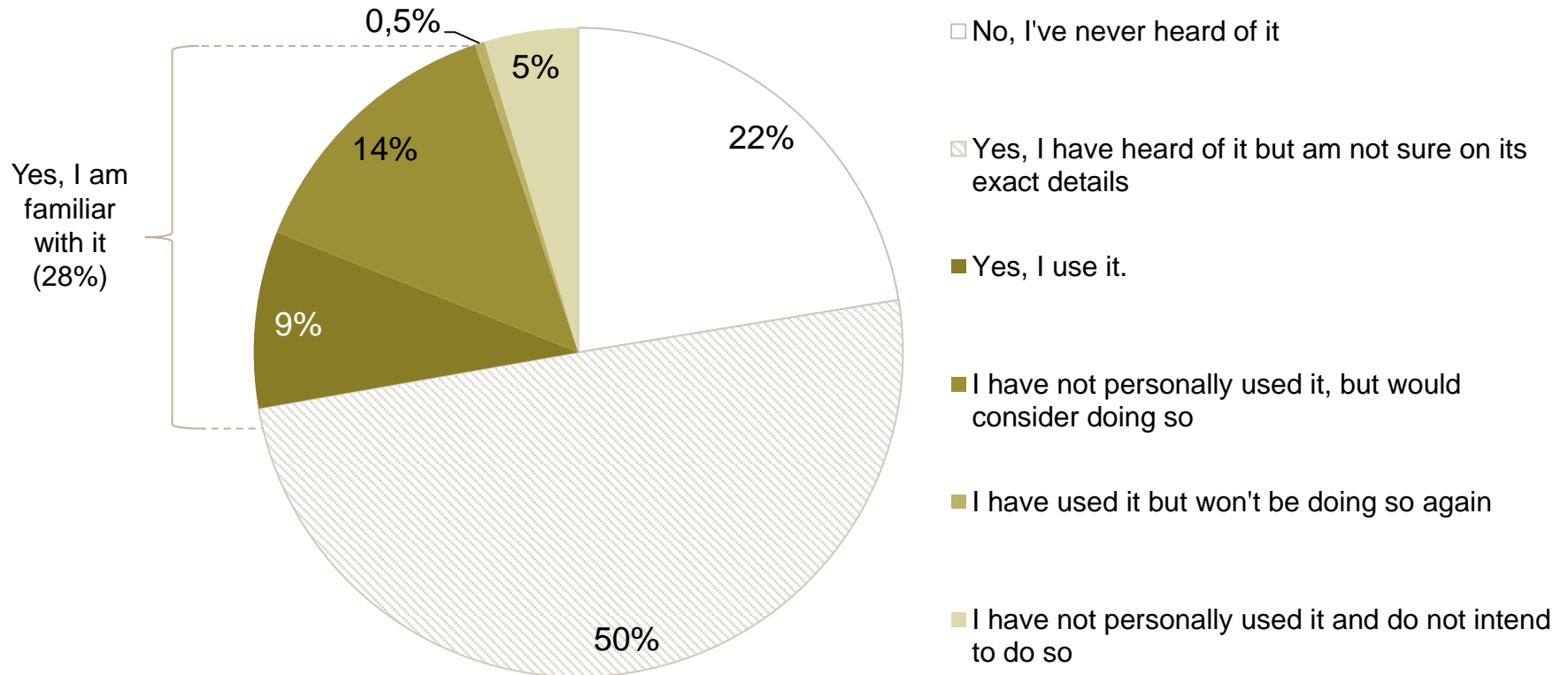
Source: GfK Verein, telephone questionnaire, November 2015, internet users aged 14+ in Germany (representative), N = 1002 respondents – in brackets: October 2014 comparison, N = 2054 respondents

9% of private internet users in Germany use “Sharing Economy” platforms

Prompted recognition and use of the “Sharing Economy” business model

Multiple choice, figures in % (rounded)

Question: “In recent times, the term “Sharing Economy” has cropped up repeatedly in the media. This includes, but is not limited to, lending products, letting rooms and services offered by private individuals in return for a fee. This “sharing” is arranged online. Examples of such platforms include Kleiderkreisel, flat sharing from Airbnb, carpooling or offers from local service providers. What is your personal view of such sharing business models? Have you already heard of the “Sharing Economy” or used one of its platforms?”

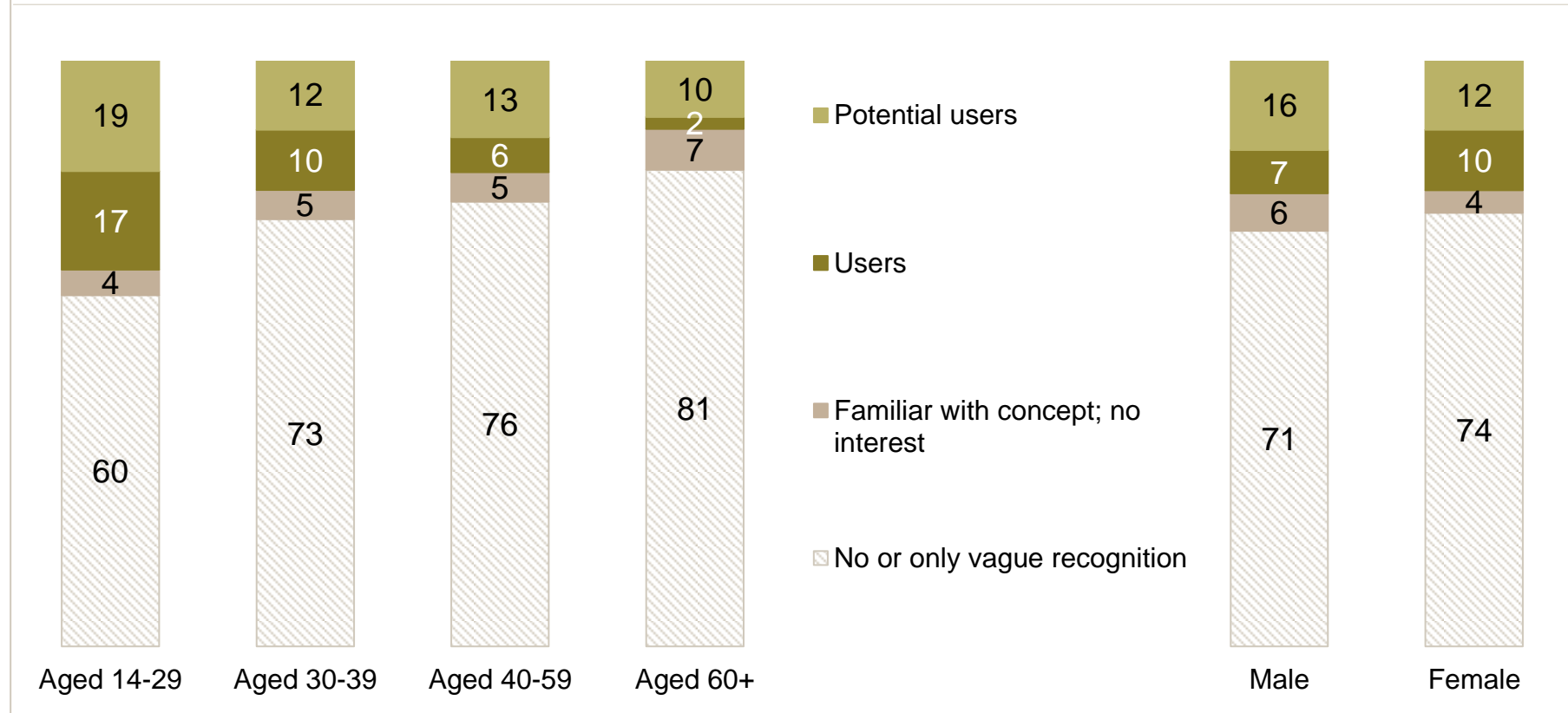


Young people in particular are familiar with sharing platforms – and they use them more too

Recognition and use of the “Sharing Economy” business model

Multiple choice, figures in % (rounded)

Question: “In recent times, the term “Sharing Economy” has cropped up repeatedly in the media. This includes, but is not limited to, lending products, letting rooms and services offered by private individuals in return for a fee. This “sharing” is arranged online. Examples of such platforms include Kleiderkreisel, flat sharing from Airbnb, carpooling or offers from local service providers. What is your personal view of such sharing business models? Have you already heard of the “Sharing Economy” or used one of its platforms?”



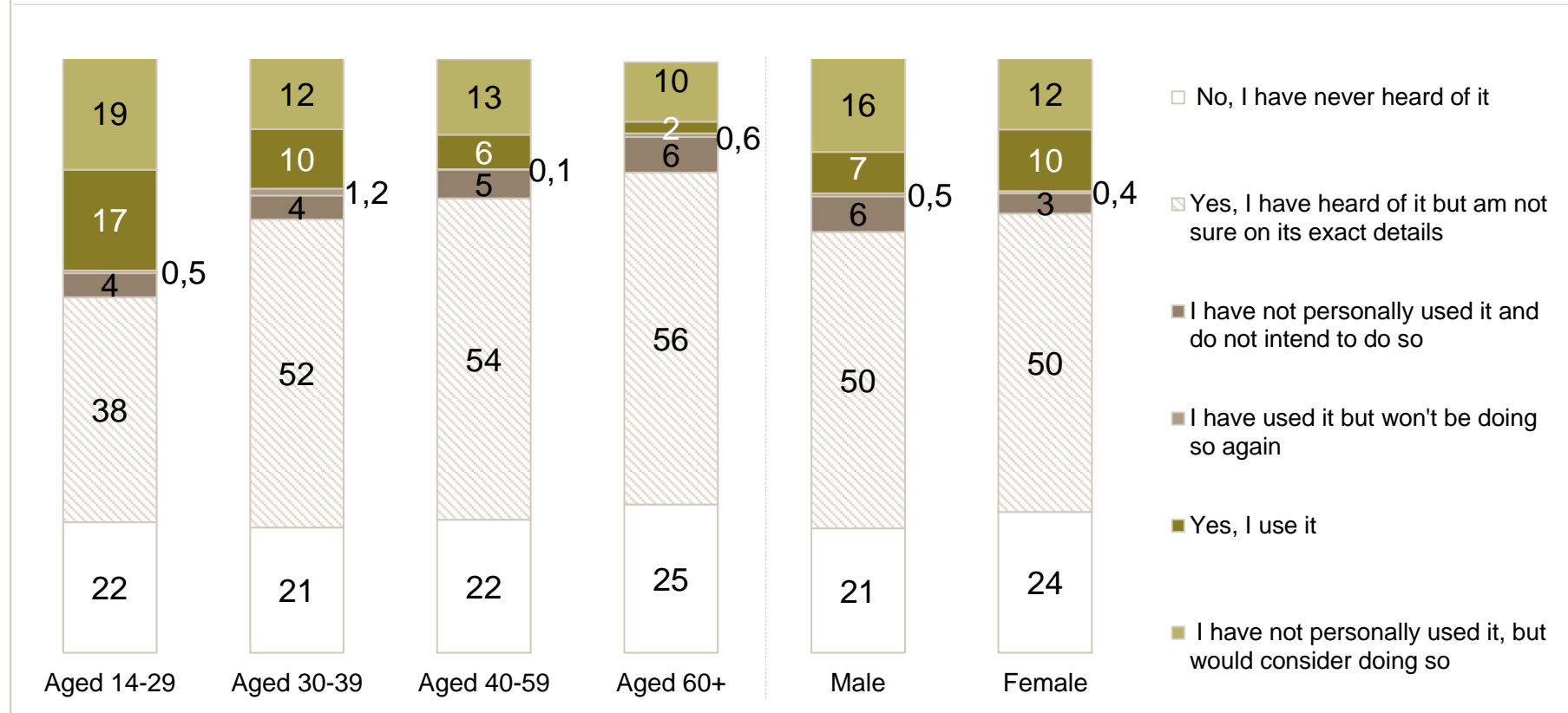
Source: GfK Verein “Sharing Economy”, September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

Young people in particular are familiar with sharing platforms – and they use them more too

Recognition and use of the “Sharing Economy” business model

Multiple choice, figures in % (rounded)

Question: “In recent times, the term “Sharing Economy” has cropped up repeatedly in the media. This includes, but is not limited to, lending products, letting rooms and services offered by private individuals in return for a fee. This “sharing” is arranged online. Examples of such platforms include Kleiderkreisel, flat sharing from Airbnb, carpooling or offers from local service providers. What is your personal view of such sharing business models? Have you already heard of the “Sharing Economy” or used one of its platforms?”

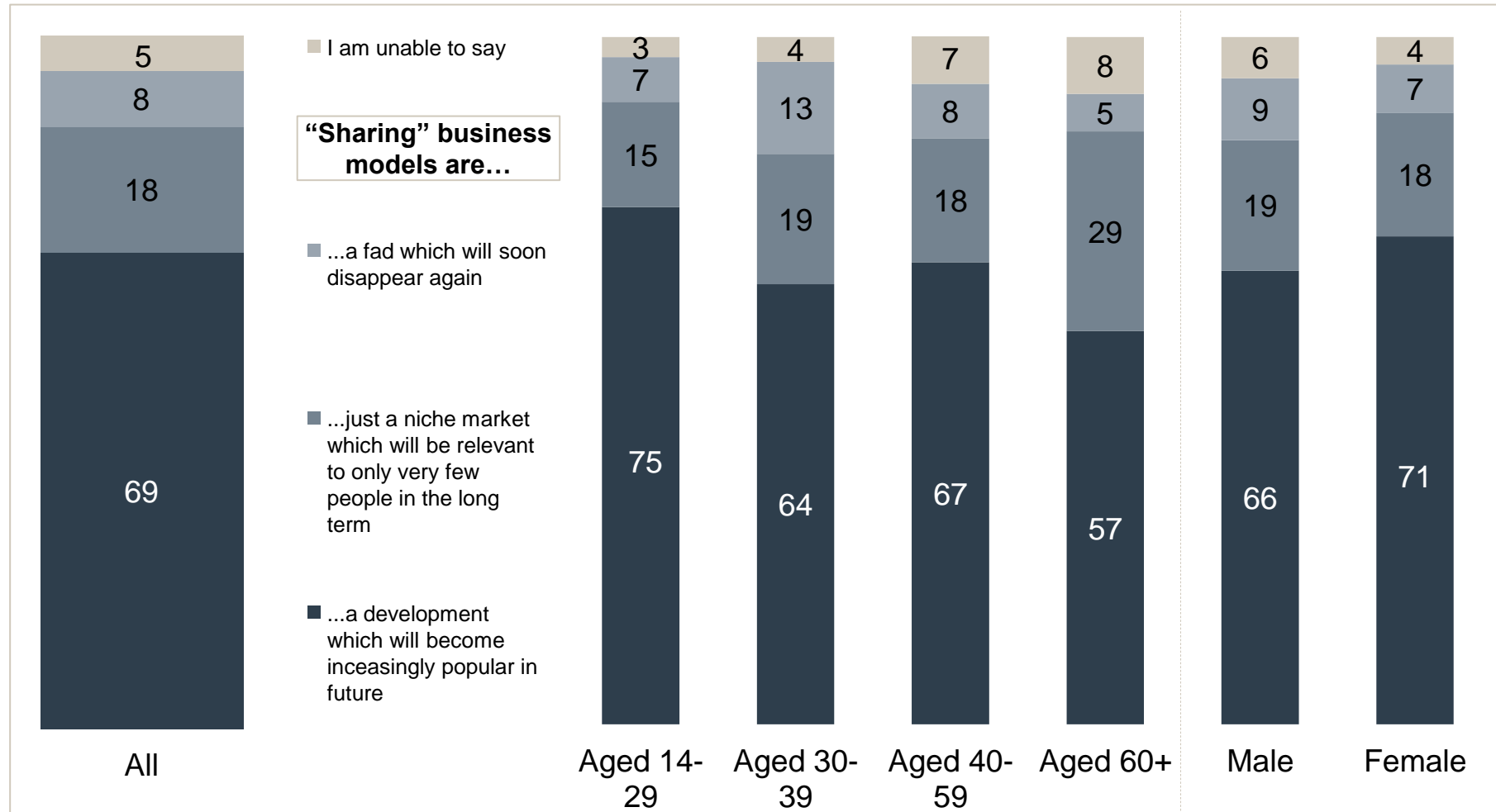


Source: GfK Verein “Sharing Economy”, September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

Majority of respondents familiar with Sharing Economy believe that it will become increasingly popular in future

Future importance attributed to sharing platforms by those familiar with the concept

Subgroup: those familiar with sharing platforms (n=558); multiple choice, figures in % (rounded)

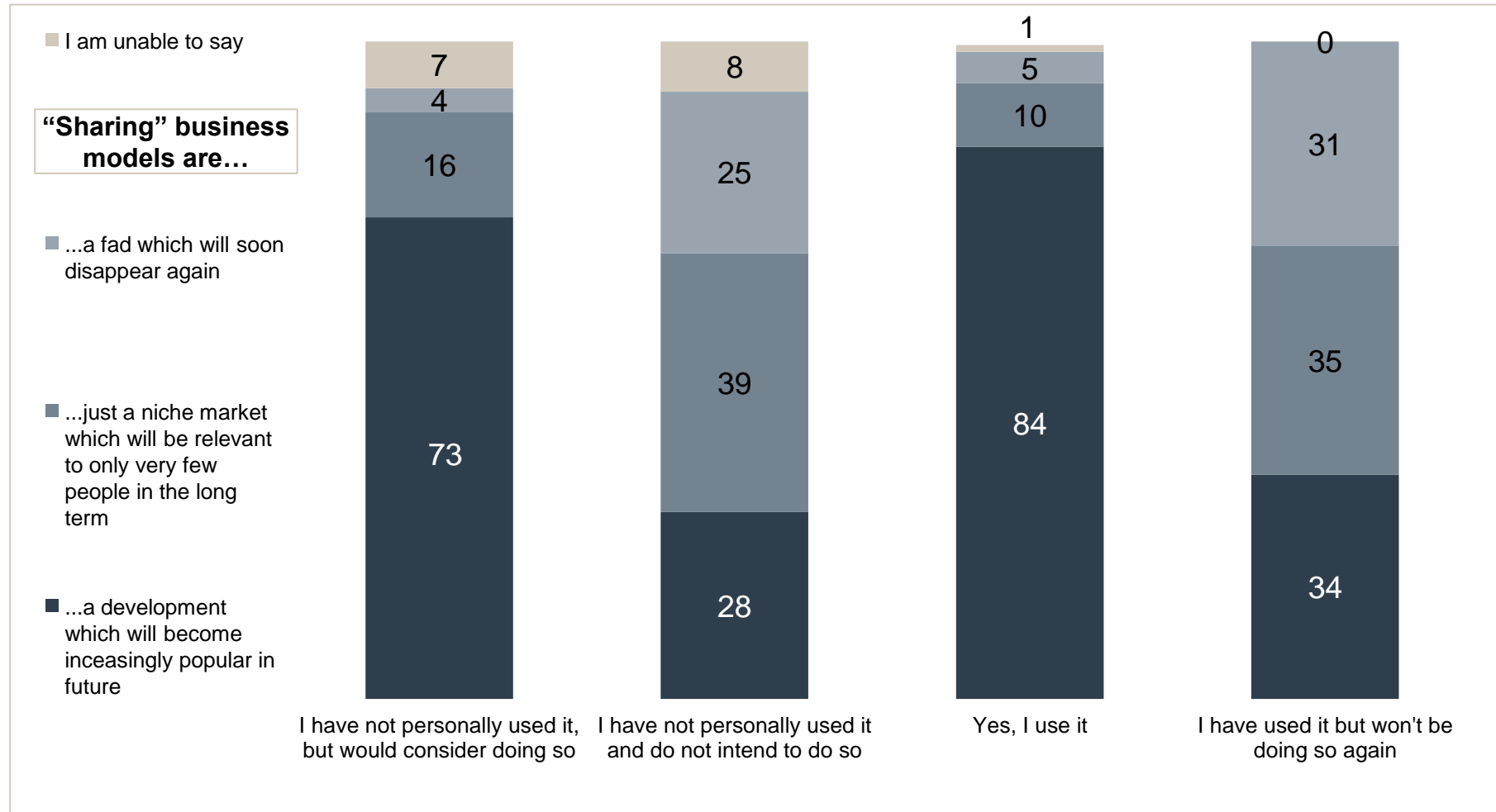


Source: GfK Verein “Sharing Economy”, September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

84% of sharing platform users believe that these services will become even more popular in future

Future importance attributed to sharing platforms by use

Subgroup: those familiar with sharing platforms (n=558); multiple choice, figures in % (rounded)

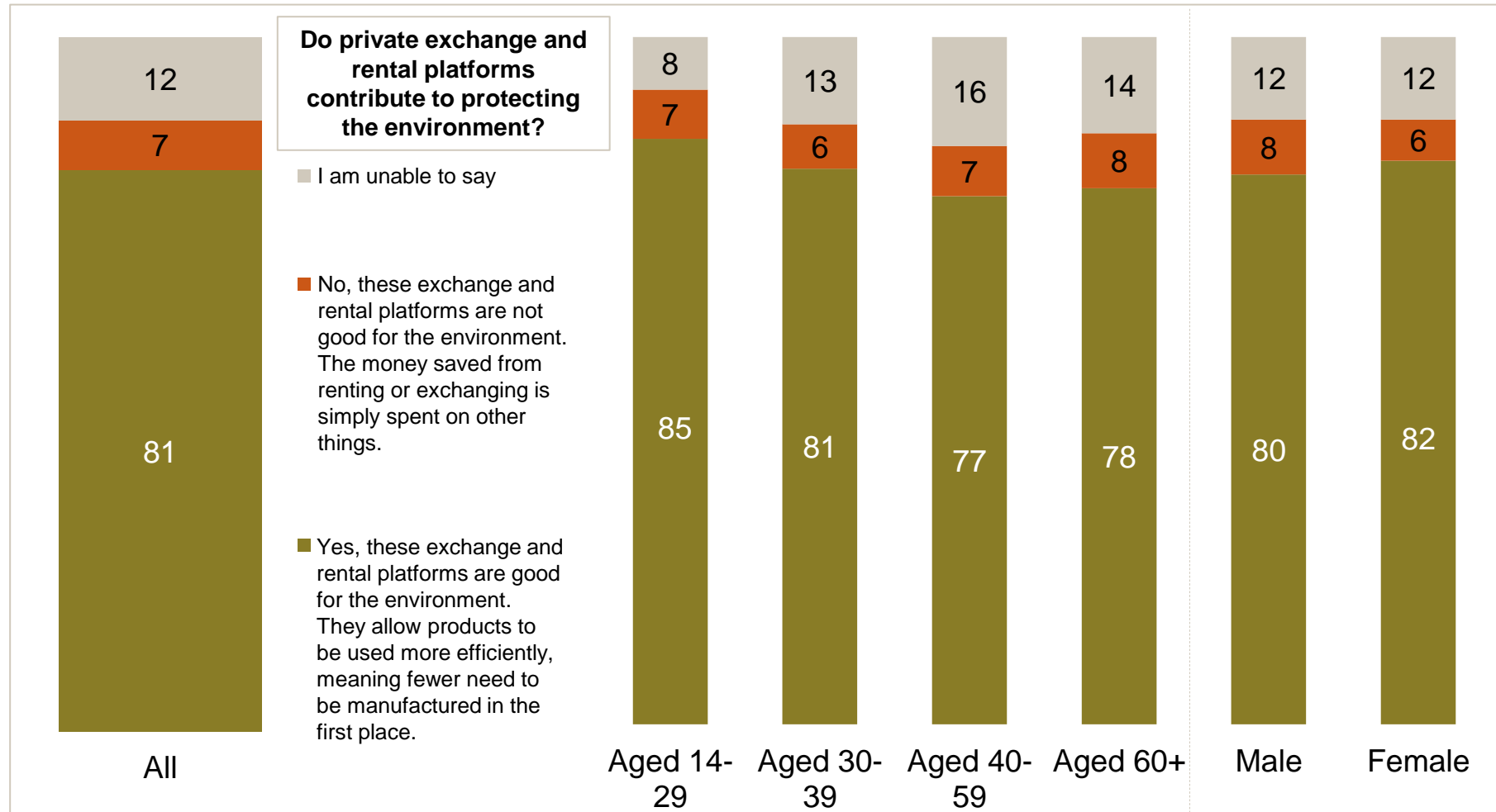


Source: GfK Verein "Sharing Economy", September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

81% of those familiar with the Sharing Economy believe private exchange and rental platforms have a positive effect on the environment

Environmental perception of private exchange and rental platforms from those familiar with the term

Subgroup: those familiar with sharing platforms (n=558); multiple choice, figures in % (rounded)

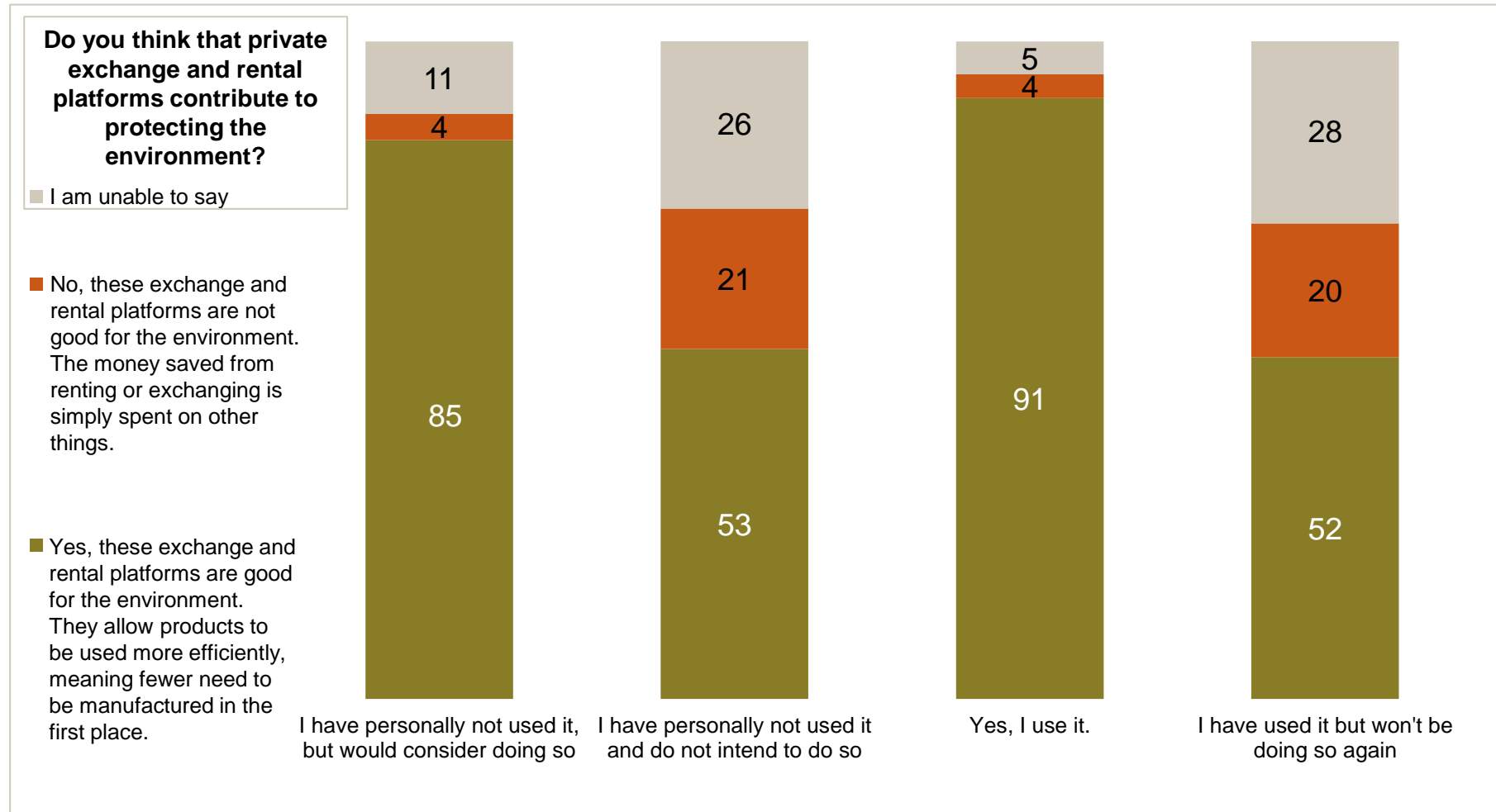


Source: GfK Verein "Sharing Economy", September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

91% of sharing platform users believe these services have a positive effect on the environment

Perception of the importance of private exchange and rental platforms for the environment by use

Subgroup: those familiar with sharing platforms (n=558); multiple choice, figures in % (rounded)



Source: GfK Verein "Sharing Economy", September 2015, Internet users aged 14+ in Germany (representative), N = 2,008 respondents

Survey description

Method

Source:	GfK Verein/GfK Compact
Method:	GfK Online-BUS, online survey
Survey period:	September 2015
Target groups:	Private internet users (male and female) aged 14+ in Germany (representative)
Sample size:	n = 2,008 Personen
of which:	
Men	n = 1,044
Women	n = 964
aged 14–29	n = 528
aged 30–39	n = 341
aged 40–59	n = 793
aged 60+	n = 345