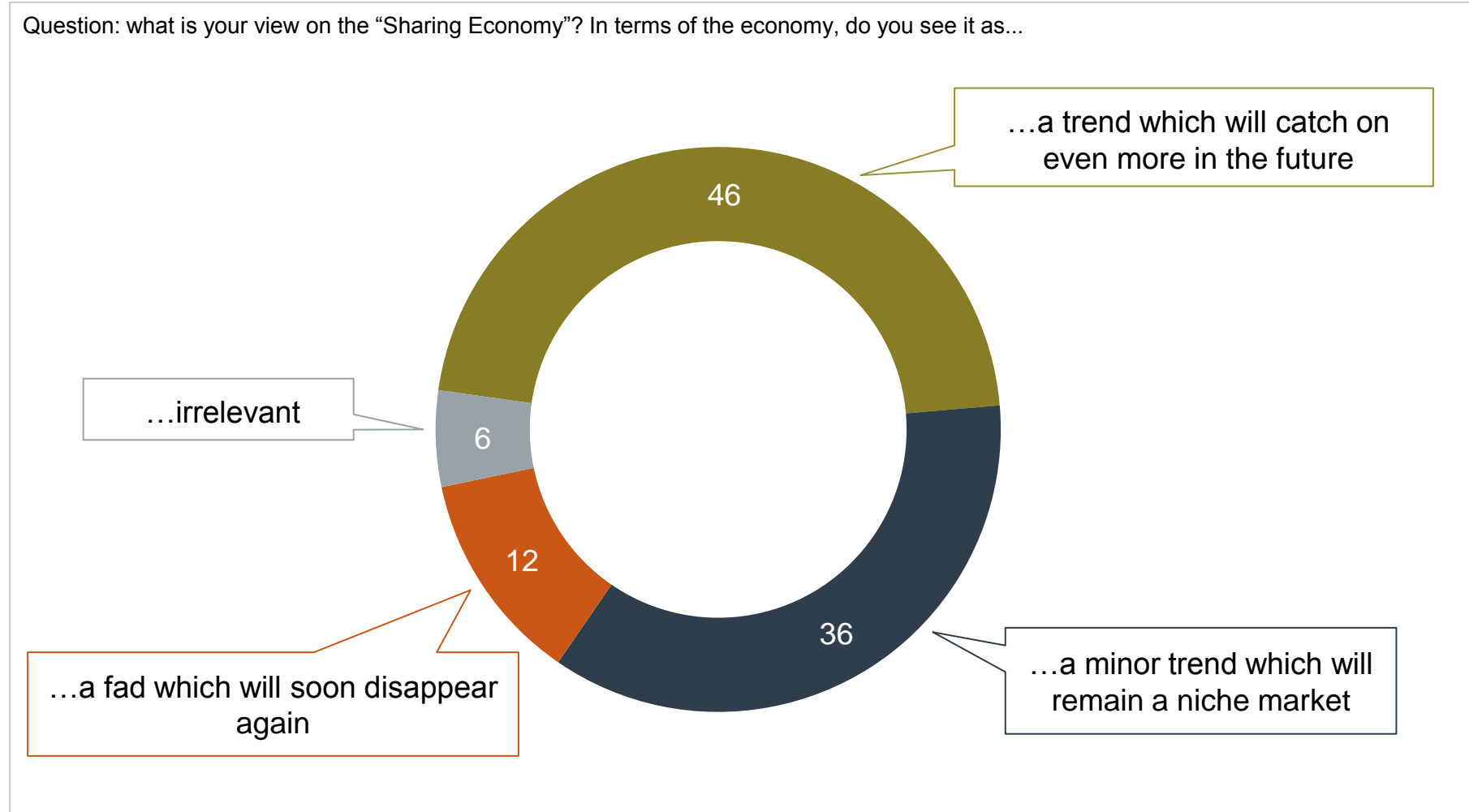


The majority of marketing executives in Germany see sharing platforms as a trend

Economic assessment

Multiple choice, answers in % (rounded up to 100%)

Question: what is your view on the "Sharing Economy"? In terms of the economy, do you see it as...

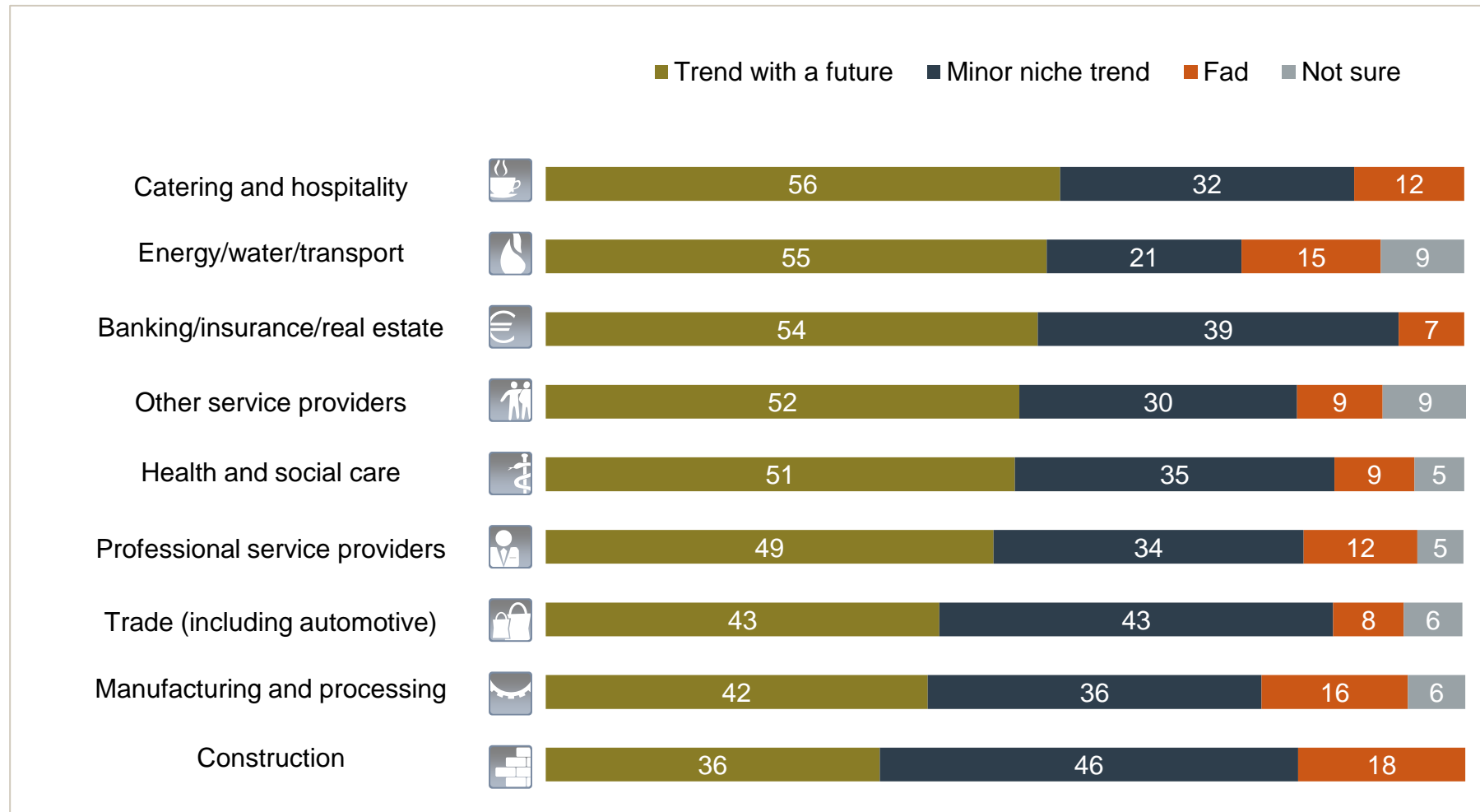


Source: telephone study on behalf of the GfK Verein, September/October 2015, N=601 respondents

Clear differences can be identified in the respective assessments of individual industries

Assessment by industry

Multiple choice, answers in % (rounded up to 100%)



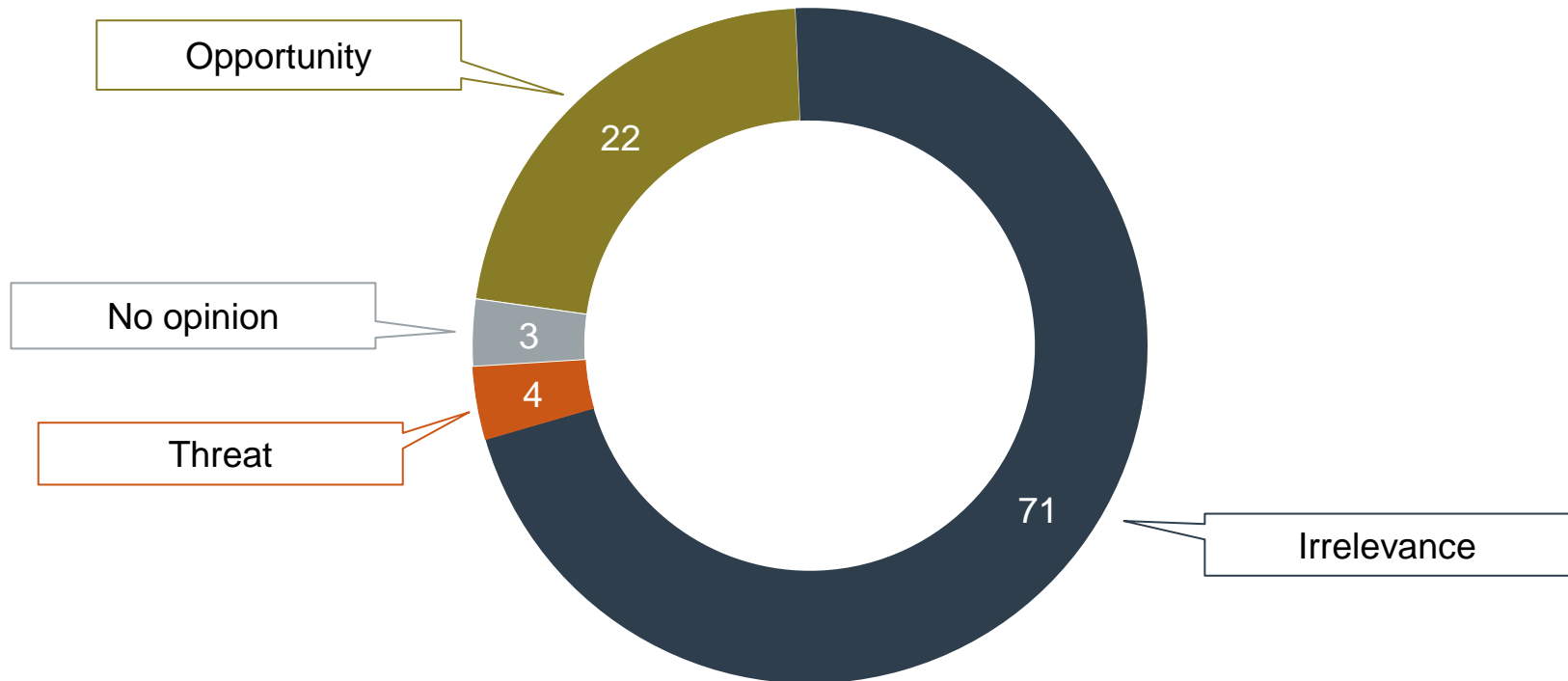
Source: telephone study on behalf of the GfK Verein, September/October 2015, N=601 respondents

71% of marketing executives believe the Sharing Economy is irrelevant to their industry

Assessment for own industry

Multiple choice, answers in % (rounded up to 100%)

Question: What is your general assessment of the "Sharing Economy for your industry? Do you identify it more as an opportunity, a threat or as an irrelevance for your industry?

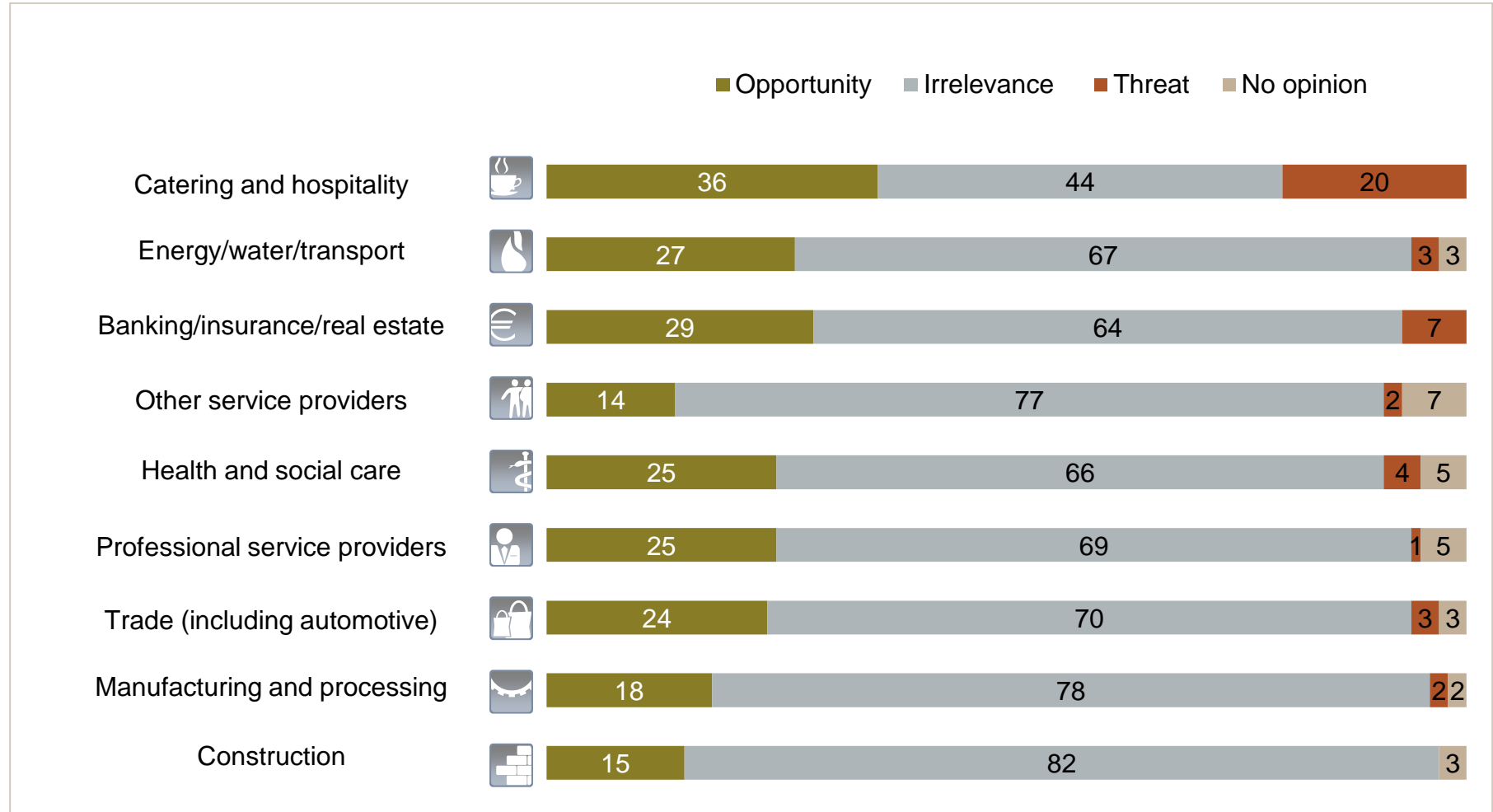


Source: telephone study on behalf of the GfK Verein, September/October 2015, N=601 respondents

Representatives of the catering and hospitality sector most often identify sharing platforms as a threat

Assessment by industry

Multiple choice, answers in % (rounded up to 100%)

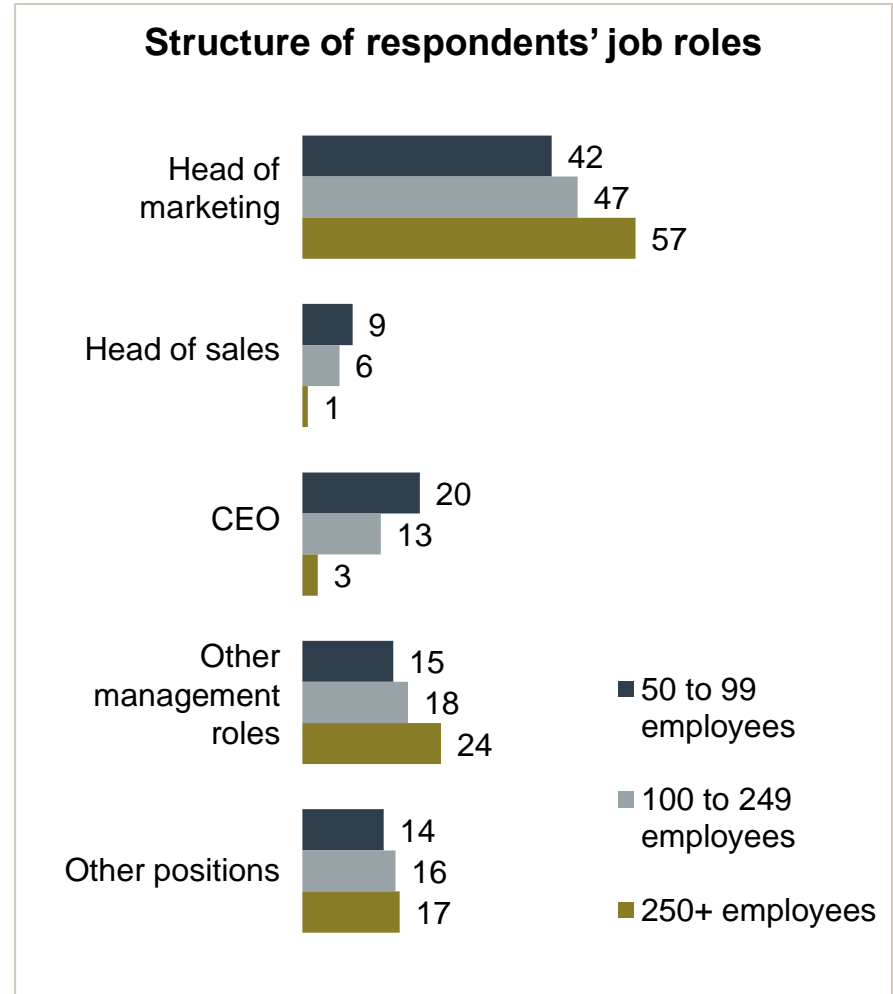
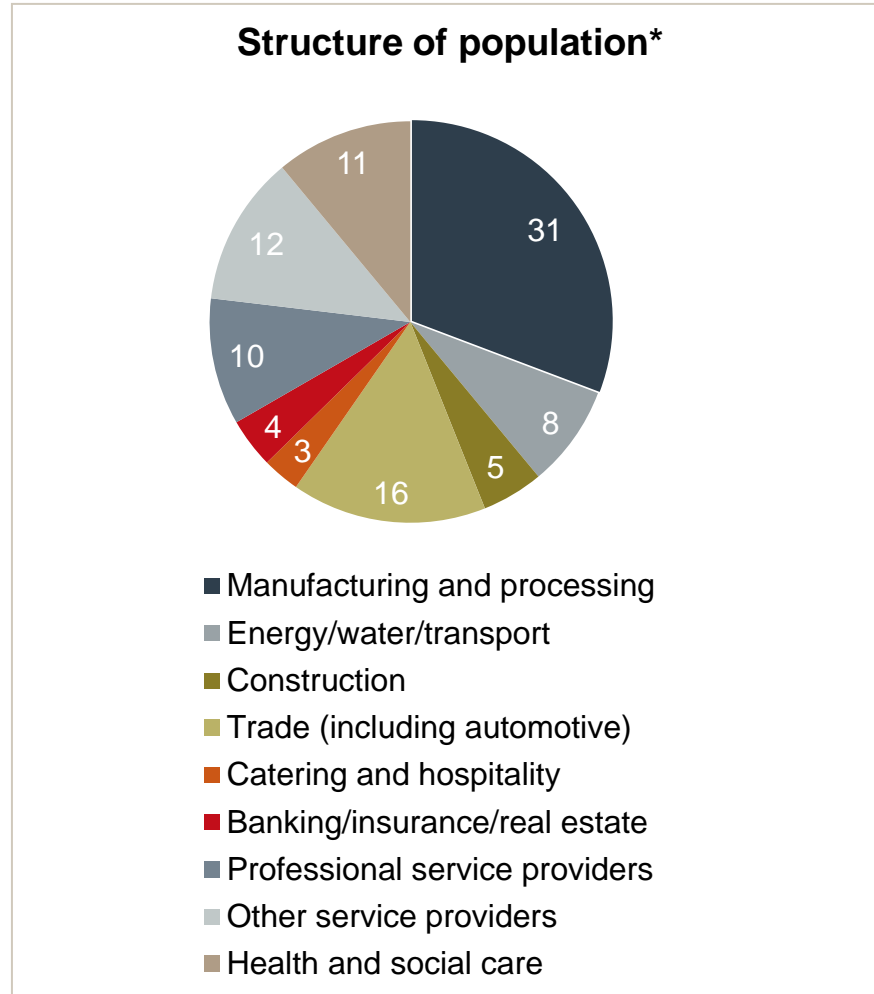


Source: telephone study on behalf of the GfK Verein, September/October 2015, N=601 respondents

Structural data

Structure of the population and respondents' job roles

answers in % (rounded)



Source: telephone study on behalf of the GfK Verein, September/October 2015, N=601 respondents; *companies with more than 50 employees: N=63,347: National Company Register (Statistisches Unternehmensregister), as at May 5, 2015

Survey description

Method

Source:	GfK Verein/GfK Compact
Method:	Personal interviews via CATI (computer-assisted telephone interviewing)
Survey period:	September/October 2015
Target groups:	Companies with a minimum of 50 employees operating in the following industries: manufacturing and processing, energy/water/transport, construction, trade (including automotive), catering and hospitality, banking/insurance/real estate, professional service providers, other service providers and health and social care (representative of the population)
Sample size:	N = 601 marketing and sales executives