



The use of the collaborative economy

**Flash
Eurobarometer
467**

METHODOLOGY

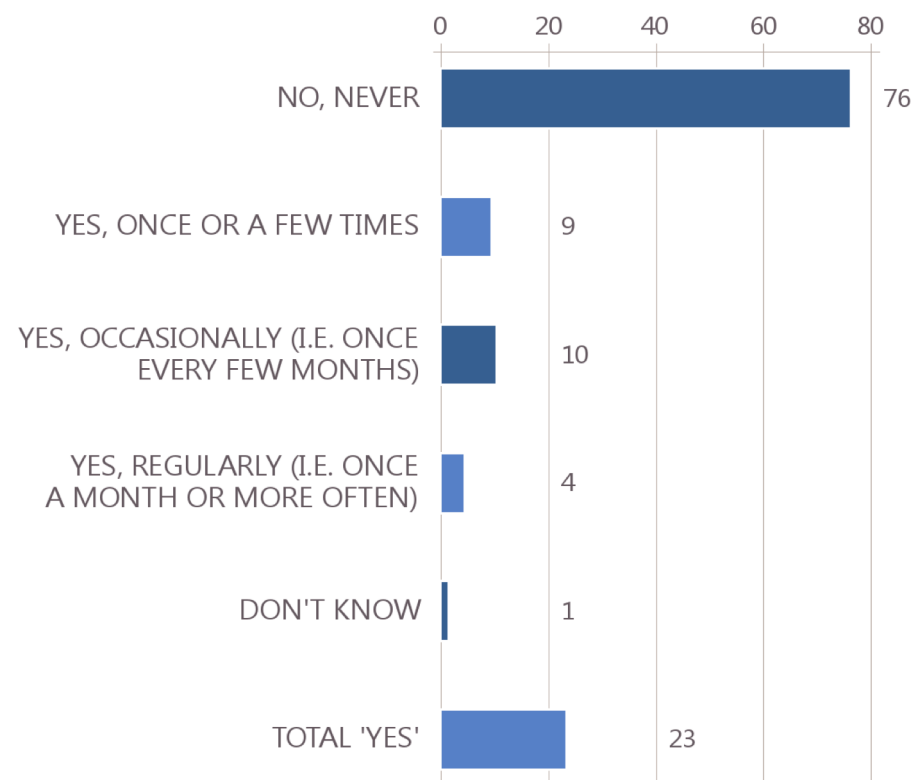
Flash Eurobarometer 467

- Survey conducted by telephone
- Fieldwork: 23-30 April 2018
- Population: representative sample of population 15+
- Coverage: 28 Member States of the EU
- Number of interviews: 26,544

I. USE OF SERVICES OFFERED VIA COLLABORATIVE PLATFORMS

Almost one quarter of the respondents (23%) have used services offered via collaborative platforms at least once or a few times

D8 Have you ever used a service offered via a collaborative platform?
(% - EU)

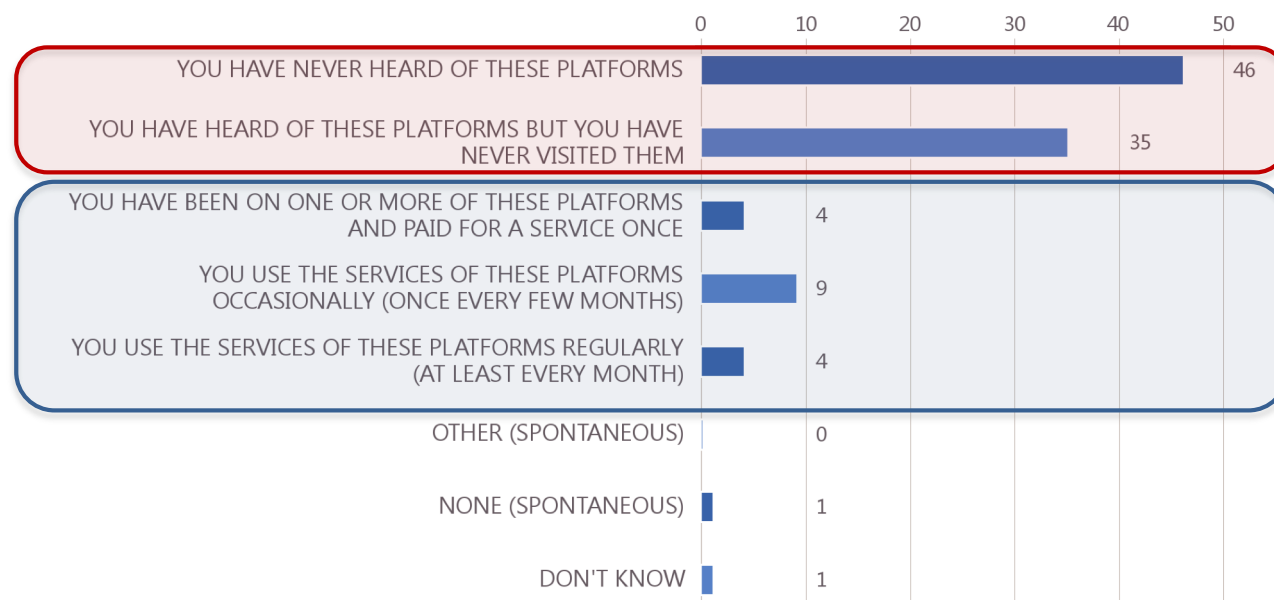


Base: all respondents (n= 26,544)

Although question and answers were worded differently, there seems to be an increase in the proportion who used services via collaborative platforms compared with 2016

FL438 (March 2016)

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)



2016

81%
never used the
platforms

17%
used the
platforms at
least once

2018

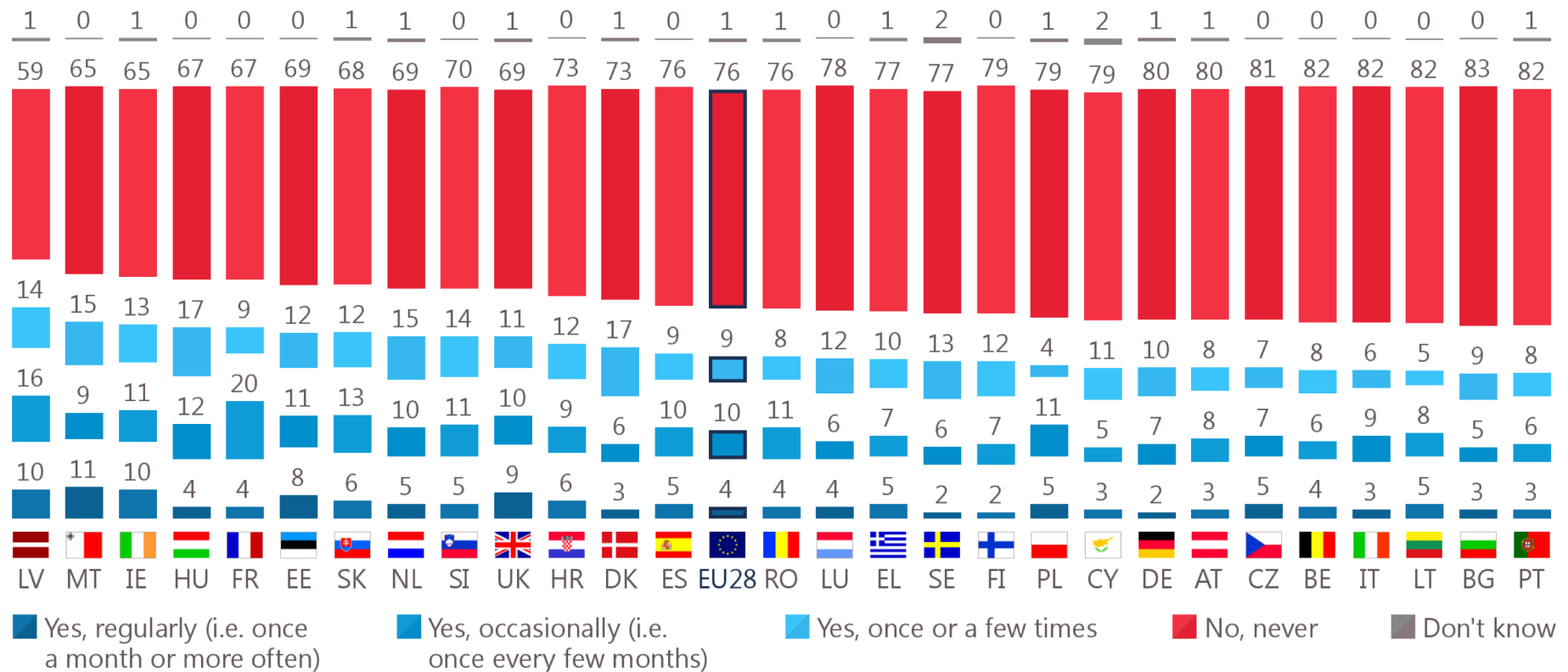
76%
never used the
platforms

23%
used the
platforms at
least once

Base: all respondents (n= 14,050)

At least one in ten in Malta (11%), Ireland and Latvia (both 10%) regularly use services offered via collaborative platforms

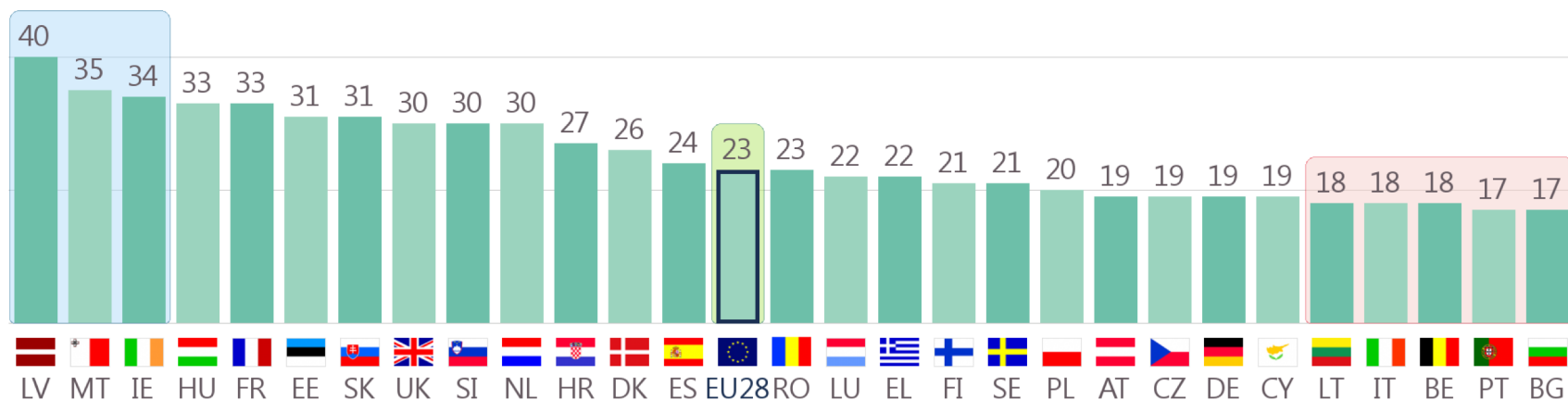
D8 Have you ever used a service offered via a collaborative platform?
(%)



Base: all respondents (n= 26,544)





In 10 countries, at least three in ten have used a service offered via collaborative platforms

D8 Have you ever used a service offered via a collaborative platform?
(% - TOTAL 'YES')



Base: all respondents (n= 26,544)

D8 Have you ever used a service offered via a collaborative platform?
(% - EU28)

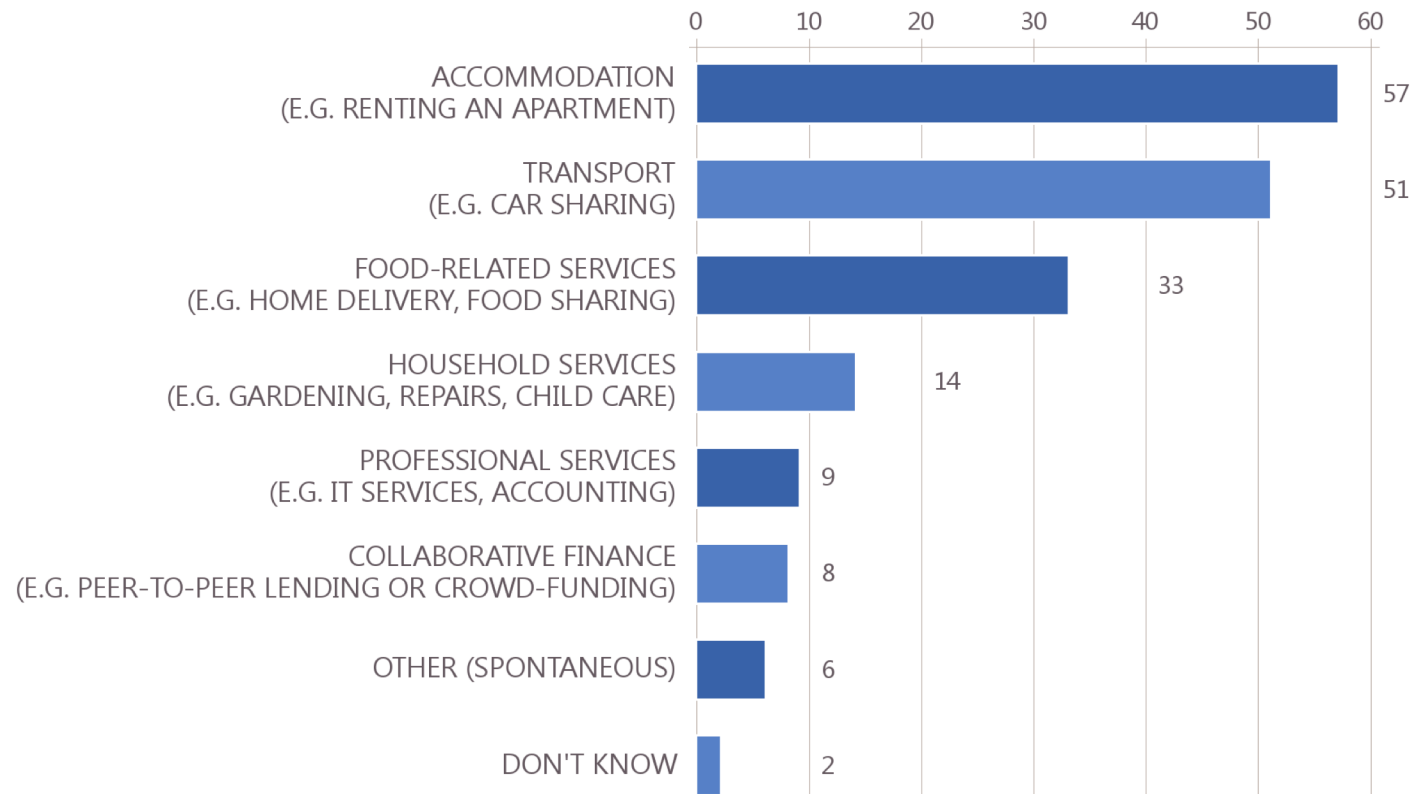
	Total 'Yes'
EU28	23
 Age	
15-24	37
25-39	38
40-54	26
55 +	11
 Education (End of)	
15-	5
16-19	16
20+	32
Still studying	39
 Subjective urbanisation	
Rural village	19
Small/mid size town	22
Large town	34
 Respondent occupation scale	
Self-employed	37
Employee	34
Manual workers	15
Not working	16

Base: all respondents (n= 26,544)

The highest proportions of users can be found among those aged less than 40, the most educated, those living in large towns and self-employed or employees

More than half of the users have used services in accommodation (57%) and transport (51%)

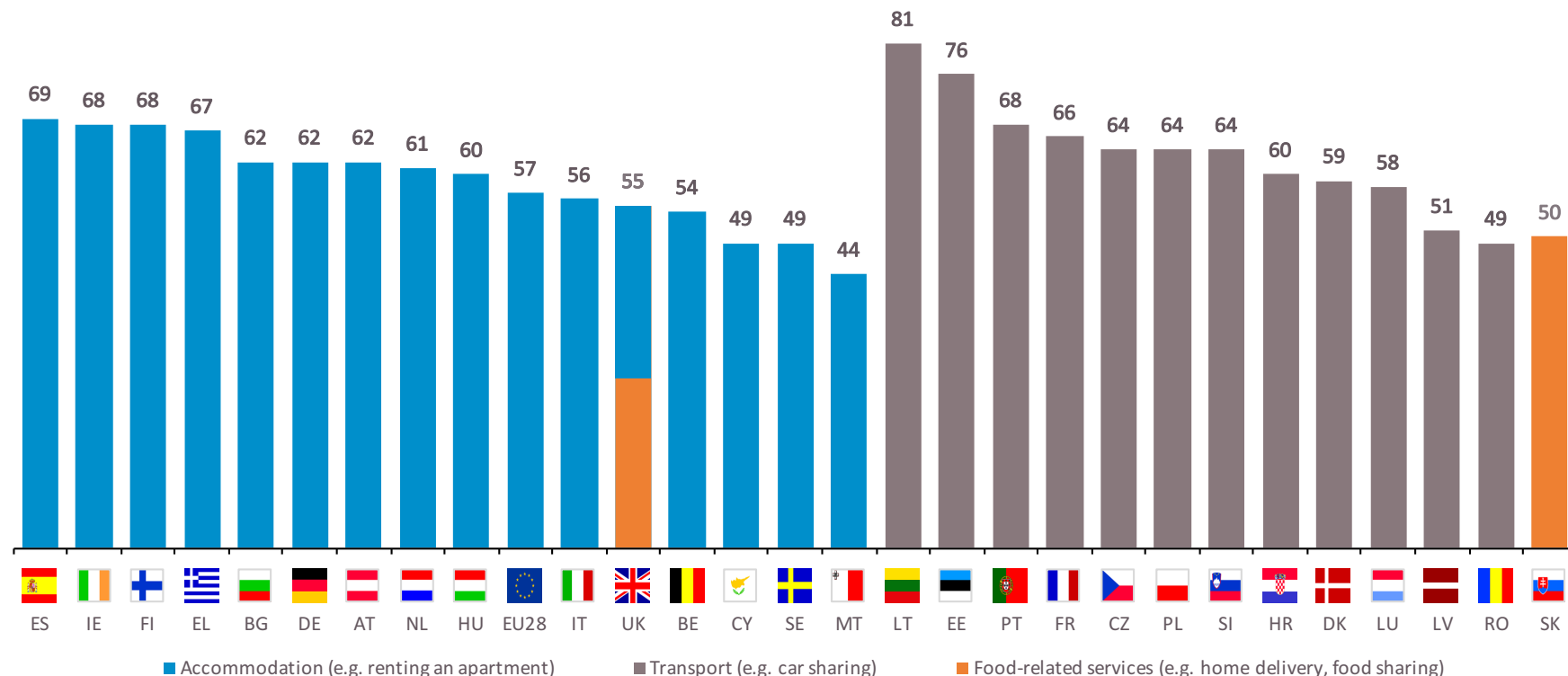
Q2 In which of the following sectors have you used a service offered via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Accommodation or transport are the most mentioned sectors by users in almost all countries

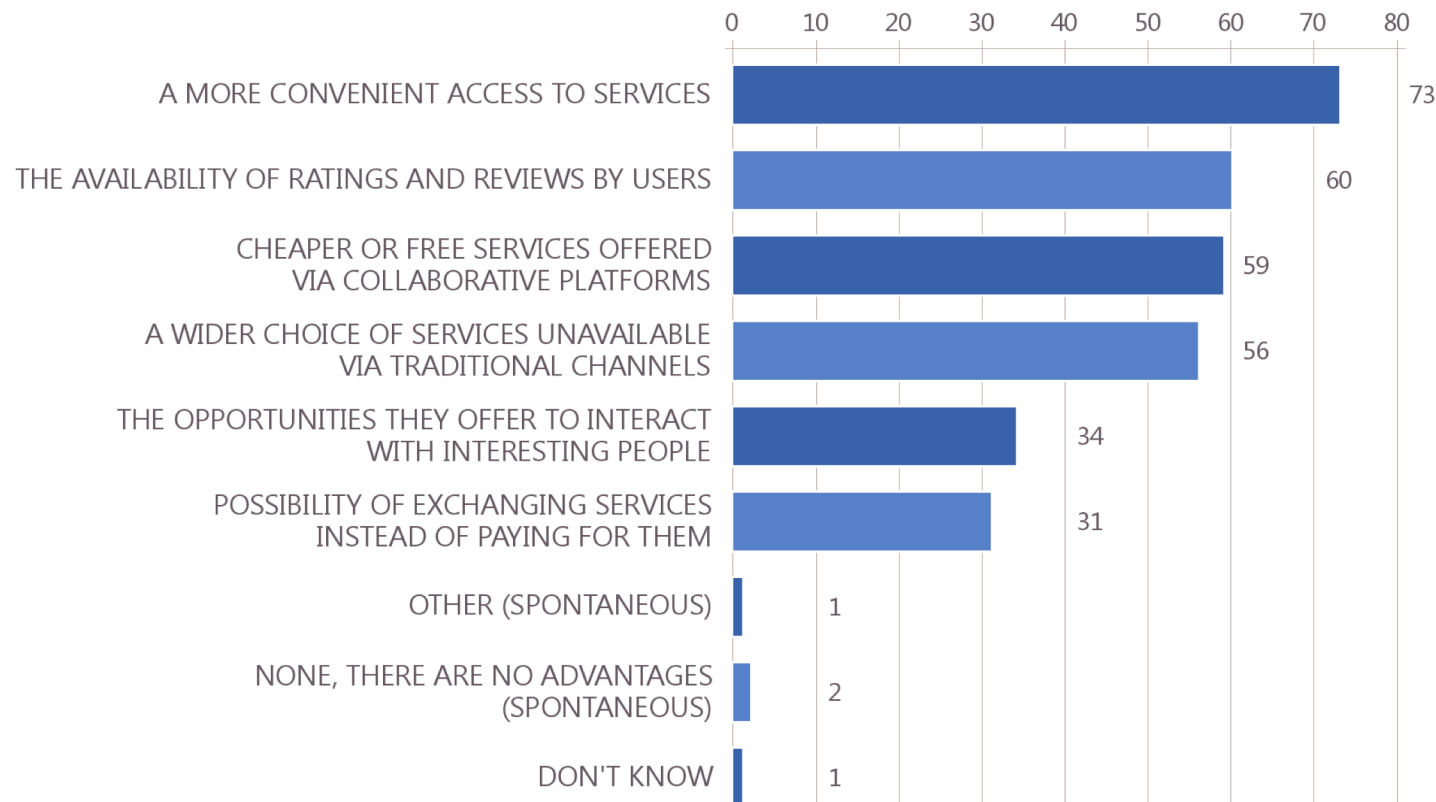
Q2 In which of the following sectors have you used a service offered via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Almost three quarters of users (73%) say that collaborative platforms allow a more convenient access to services compared to traditional channels

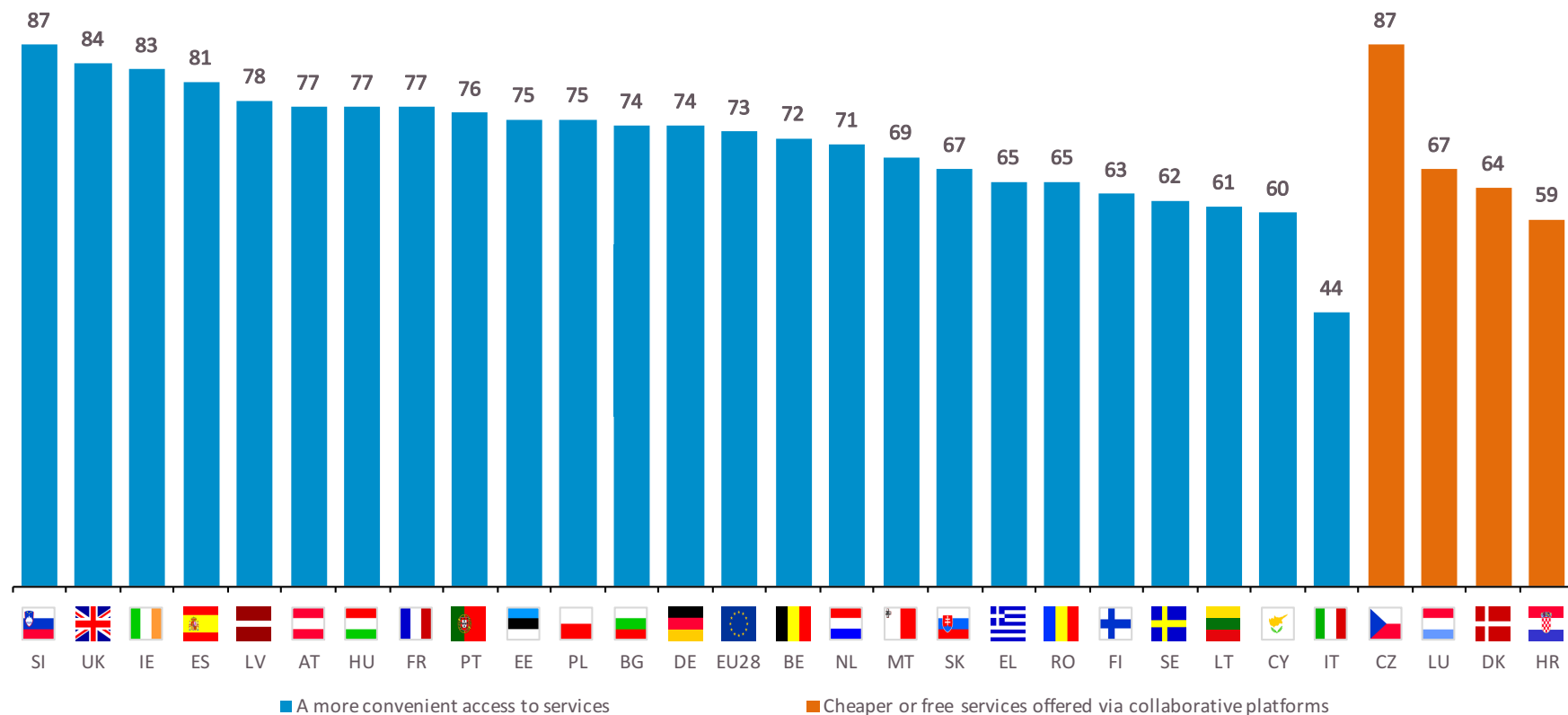
Q4 In your personal experience, what are the advantages of using collaborative platforms compared with traditional channels, if any? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

A more convenient access to services is the most frequently mentioned advantage in all but 4 countries

Q4 In your personal experience, what are the advantages of using collaborative platforms compared with traditional channels, if any?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Those who used collaborative finance services are the most likely to mention each of the advantages

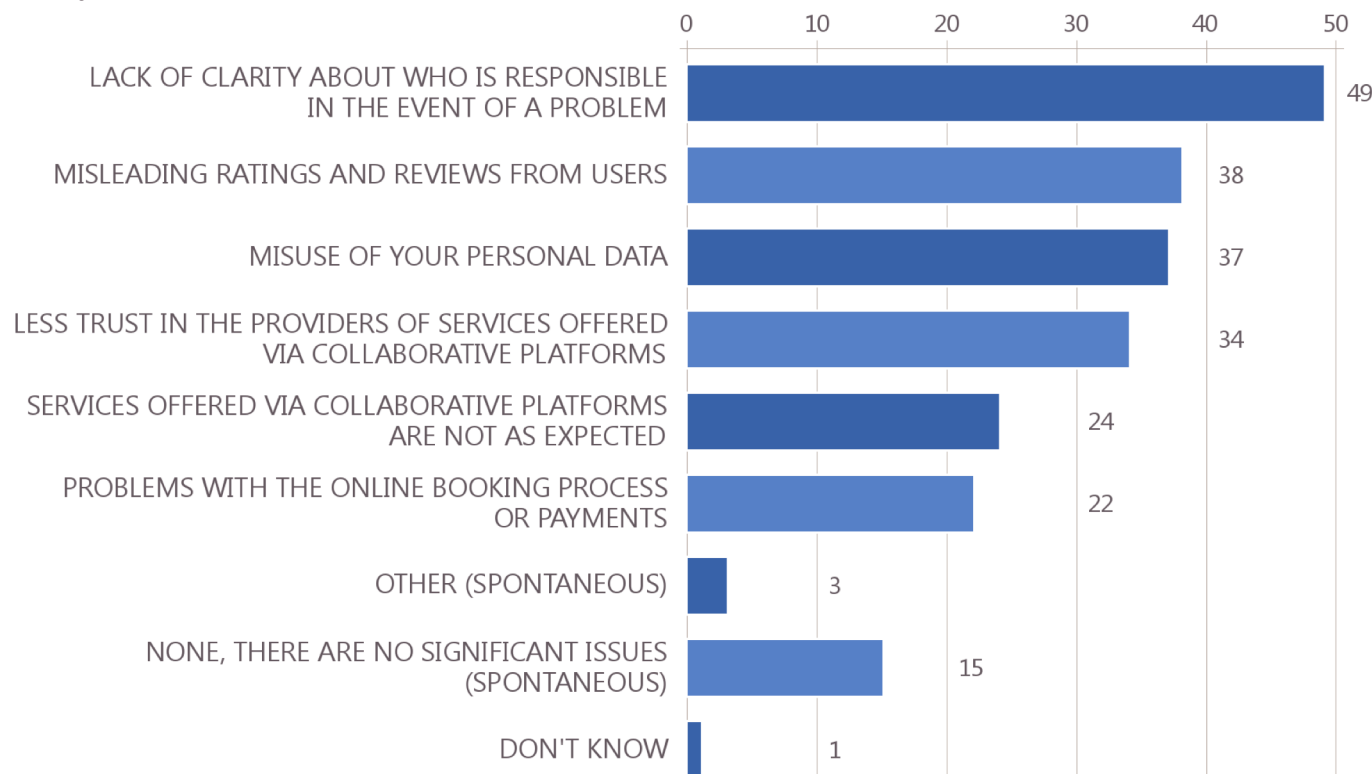
Q4 In your personal experience, what are the advantages of using collaborative platforms compared with traditional channels, if any? (MULTIPLE ANSWERS POSSIBLE)
(% of users of services offered via collaborative platforms - EU)

	A more convenient access to services	The availability of ratings and reviews by users	Cheaper or free services offered via collaborative platforms	A wider choice of services unavailable via traditional channels	The opportunities they offer to interact with interesting people	Possibility of exchanging services instead of paying for them
EU28	73	60	59	56	34	31
Sectors in which collaborative platforms were used						
Transport	76	62	68	58	40	35
Accommodation	75	66	64	61	33	31
Food	85	68	59	65	34	33
Household services	79	67	57	62	32	29
Professional services	75	58	53	60	37	32
Collaborative finance	89	74	76	72	46	54
highest proportions per item				lowest proportions per item		

Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Lack of clarity about who is responsible in case of a problem is the most mentioned disadvantage of collaborative platforms (49%)

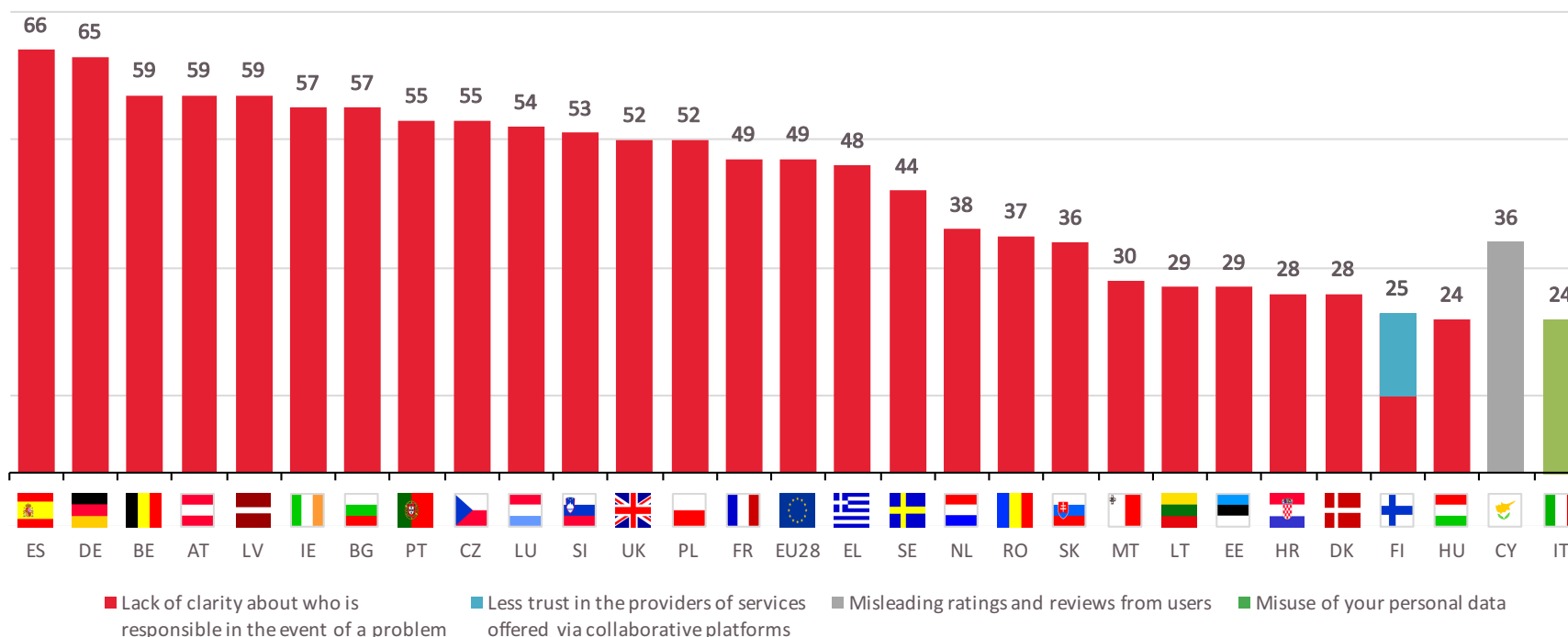
Q5 In your personal experience, what are the disadvantages of using collaborative platforms compared with traditional channels, if any? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

In most countries, lack of clarity about who is responsible in case of a problem is the most frequently mentioned disadvantage

Q5 In your personal experience, what are the disadvantages of using collaborative platforms compared with traditional channels, if any?
(MULTIPLE ANSWERS POSSIBLE)
(% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Those who used transport services are among the least likely to mention each of the disadvantages

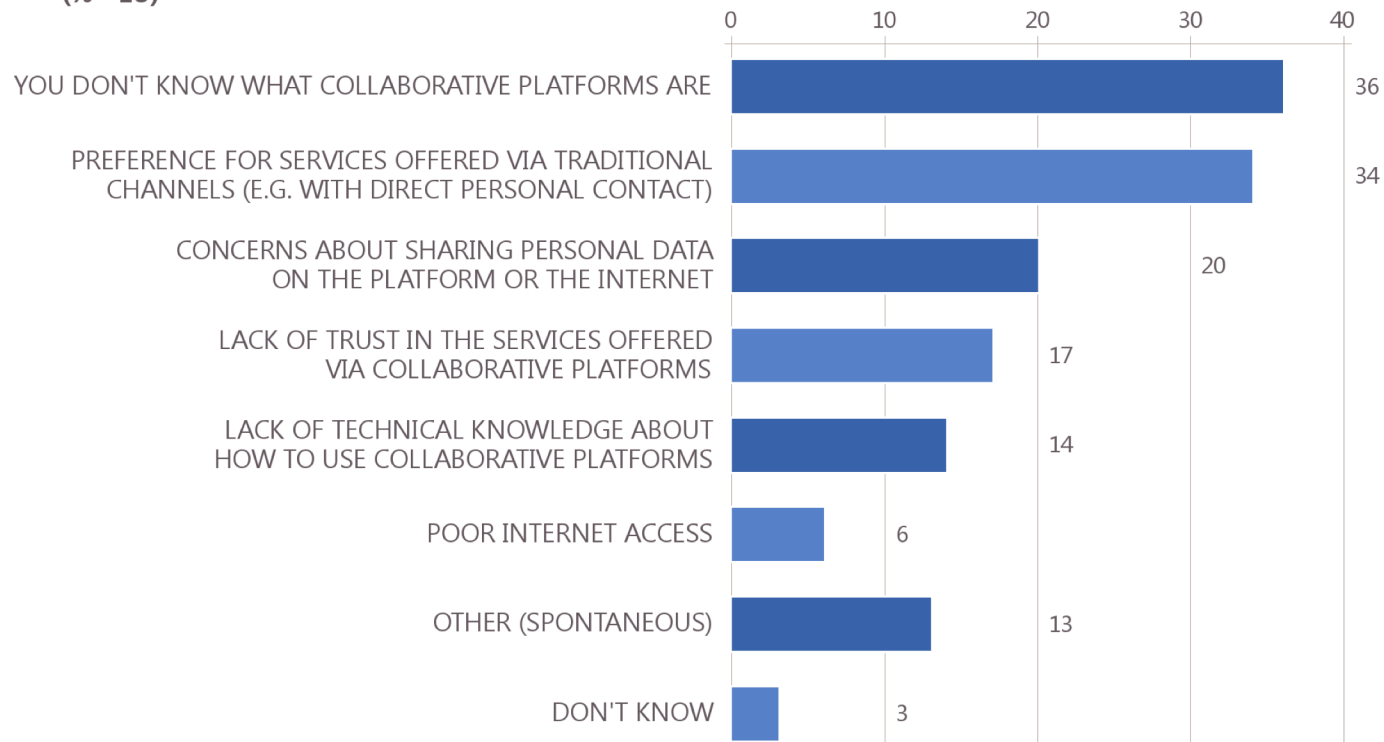
Q5 In your personal experience, what are the disadvantages of using collaborative platforms compared with traditional channels, if any? (MULTIPLE ANSWERS POSSIBLE)
(% of users of services offered via collaborative platforms - EU)

	Lack of clarity about who is responsible in the event of a problem	Misleading ratings and reviews from users	Misuse of your personal data	Less trust in the providers of services offered via collaborative platforms	Services offered via collaborative platforms are not as expected	Problems with the online booking process or payments
EU28	49	38	37	34	24	22
Sectors in which collaborative platforms were used						
Transport	50	37	38	34	23	23
Accommodation	50	38	38	35	25	22
Food	56	38	38	32	25	27
Household services	54	39	41	36	31	24
Professional services	51	48	41	37	32	22
Collaborative finance	54	39	51	32	26	29
highest proportions per item				lowest proportions per item		

Base: respondents who have used services offered via collaborative platforms (n= 6,389)






























Lack of knowledge (36%) and preference for traditional channels (34%) are the main reasons for not using services via collaborative platforms

Q1 For which of the following reasons have you never used a service offered via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



*Base: respondents who have never used services offered via collaborative platforms
(n= 20,034)*




Q1 For which of the following reasons have you never used a service offered via a collaborative platform? (MULTIPLE ANSWERS POSSIBLE)
(%)

		You don't know what collaborative platforms are	Preference for services offered via traditional channels (e.g. with direct personal contact)
EU28		36	34
BE		32	37
BG		46	21
CZ		36	27
DK		15	34
DE		43	38
EE		30	30
IE		52	21
EL		36	27
ES		36	38
FR		27	41
HR		27	18
IT		28	38
CY		50	11
LV		34	32
LT		41	28
LU		32	36
HU		24	41
MT		29	18
NL		25	39
AT		43	37
PL		29	45
PT		36	30
RO		46	12
SI		44	37
SK		41	26
FI		33	28
SE		34	34
UK		49	21
1st MOST FREQUENTLY MENTIONED ITEM			
2nd MOST FREQUENTLY MENTIONED ITEM			
3rd MOST FREQUENTLY MENTIONED ITEM			

In all countries, the most frequently mentioned reason is either lack of knowledge of collaborative platforms or preference for traditional channels

*Base: respondents who have never used services offered via collaborative platforms
(n= 20,034)*

Q1 For which of the following reasons have you never used a service offered via a collaborative platform? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

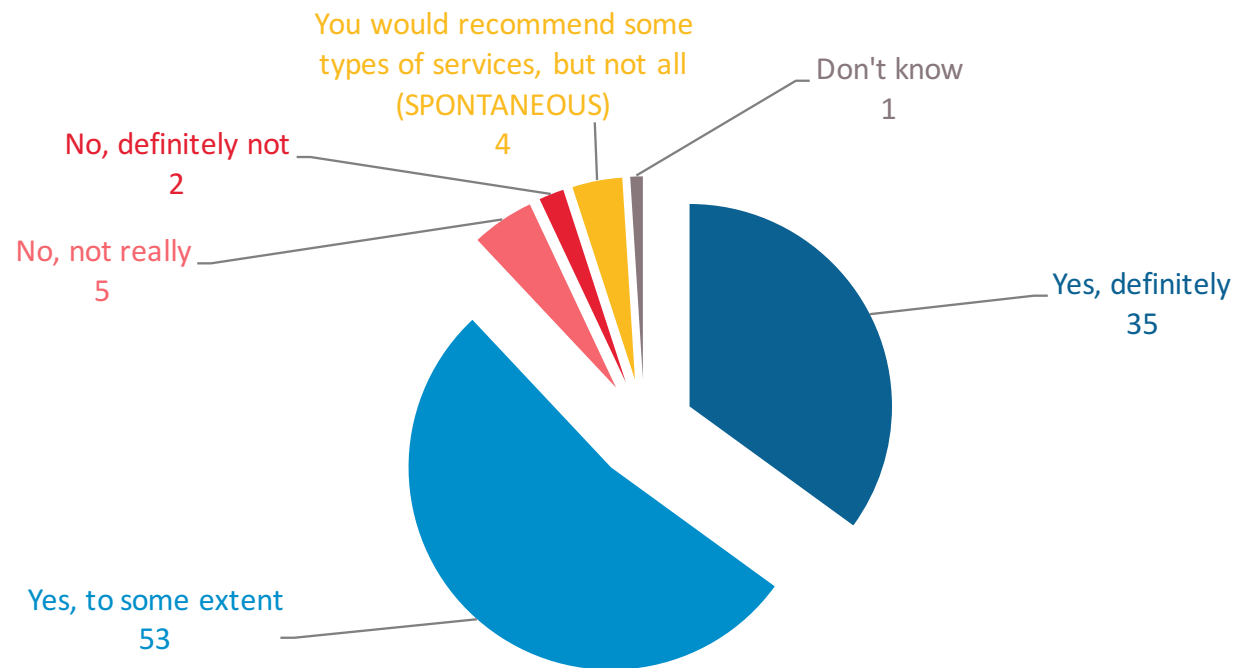
	You don't know what collaborative platforms are
EU28	36
 Age	
15-24	33
25-39	29
40-54	30
55 +	43
 Education (End of)	
15-	54
16-19	39
20+	27
Still studying	31
 Respondent occupation scale	
Self-employed	29
Employee	28
Manual workers	36
Not working	42

Base: respondents who have never used services offered via collaborative platforms (n= 20,034)

The highest proportions of those who don't know what collaborative platforms are can be found among those aged 55+, the least educated and those who are not working

The large majority of users would recommend services offered via collaborative platforms (88%)

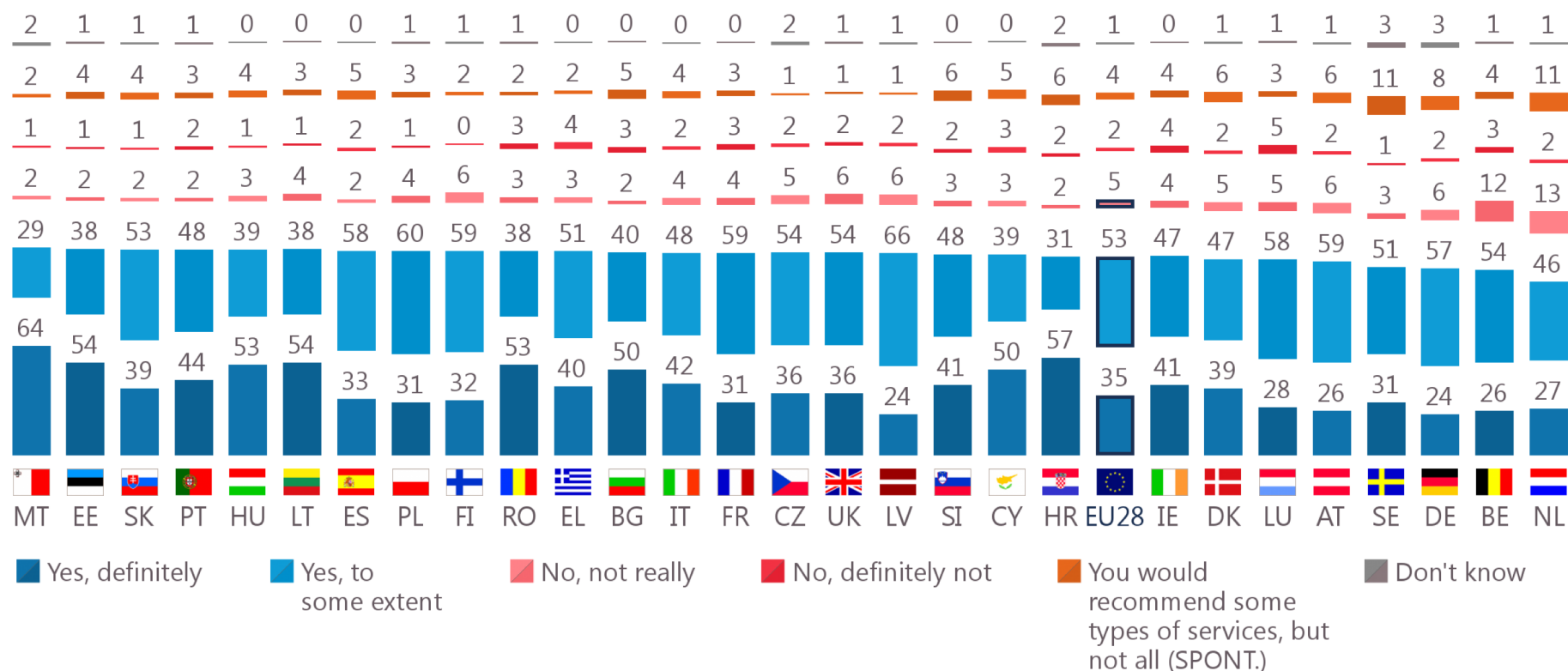
Q6 Overall, would you recommend services offered via collaborative platforms or not?
(% - EU)



Base: respondents who have used services offered via collaborative platforms
(n= 6,389)

In 8 countries, at least half of the users would definitely recommend services offered via collaborative platforms

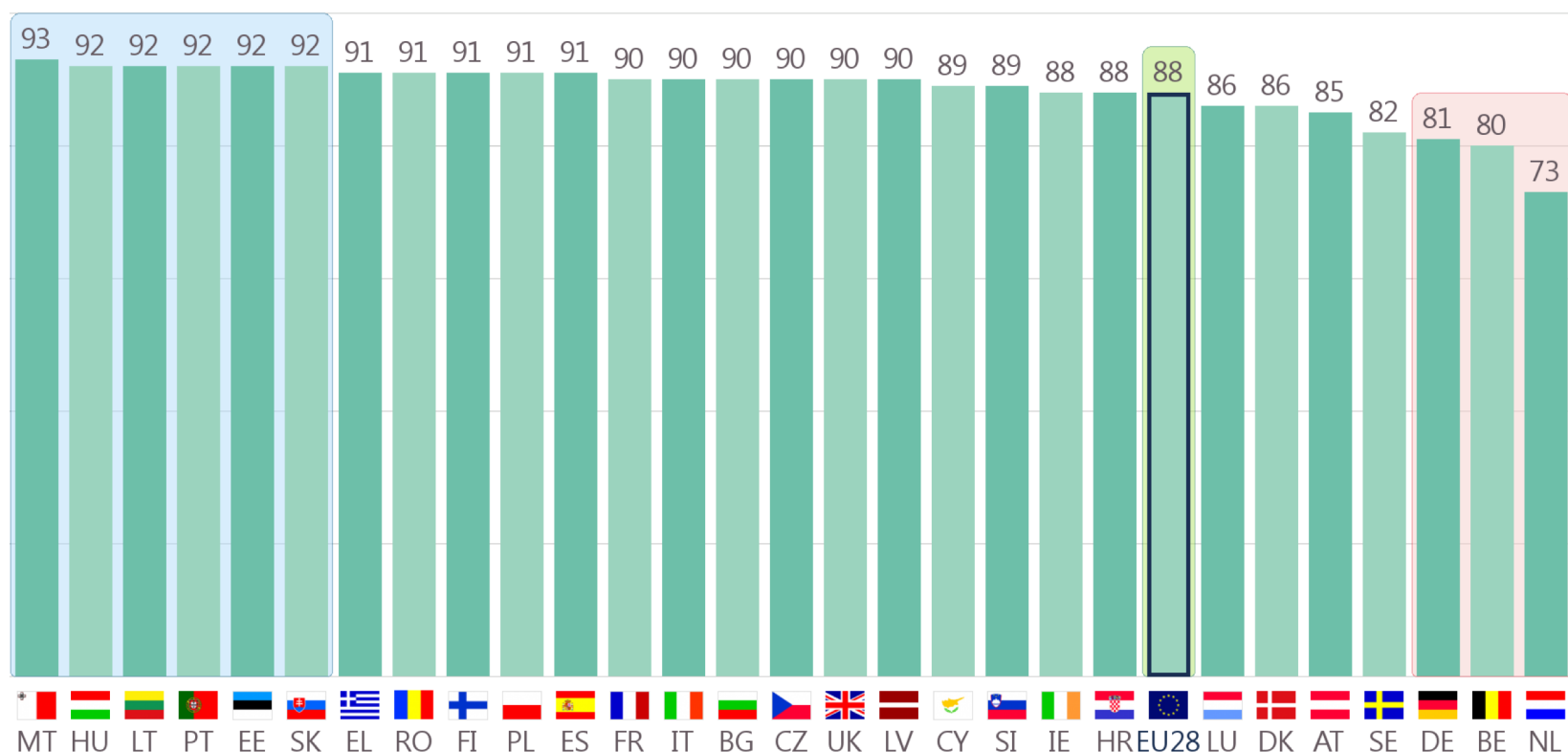
Q6 Overall, would you recommend services offered via collaborative platforms or not?
(%)



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

In all countries, the overwhelming majority of users would recommend services offered via collaborative platforms

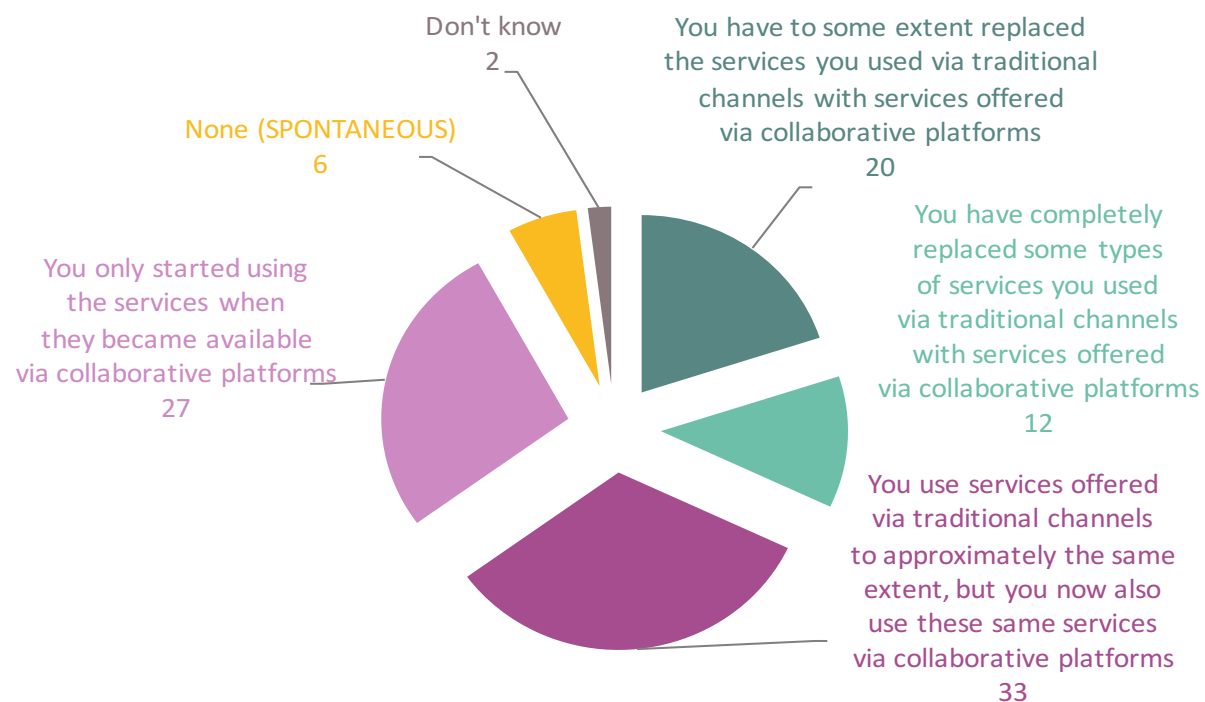
Q6 Overall, would you recommend services offered via collaborative platforms or not?
(% - TOTAL 'YES')



Base: respondents who have used services offered via collaborative platforms (n= 6,389)

Around one third of the users use services via collaborative platforms on top of their usage of the same services via traditional channels (33%)

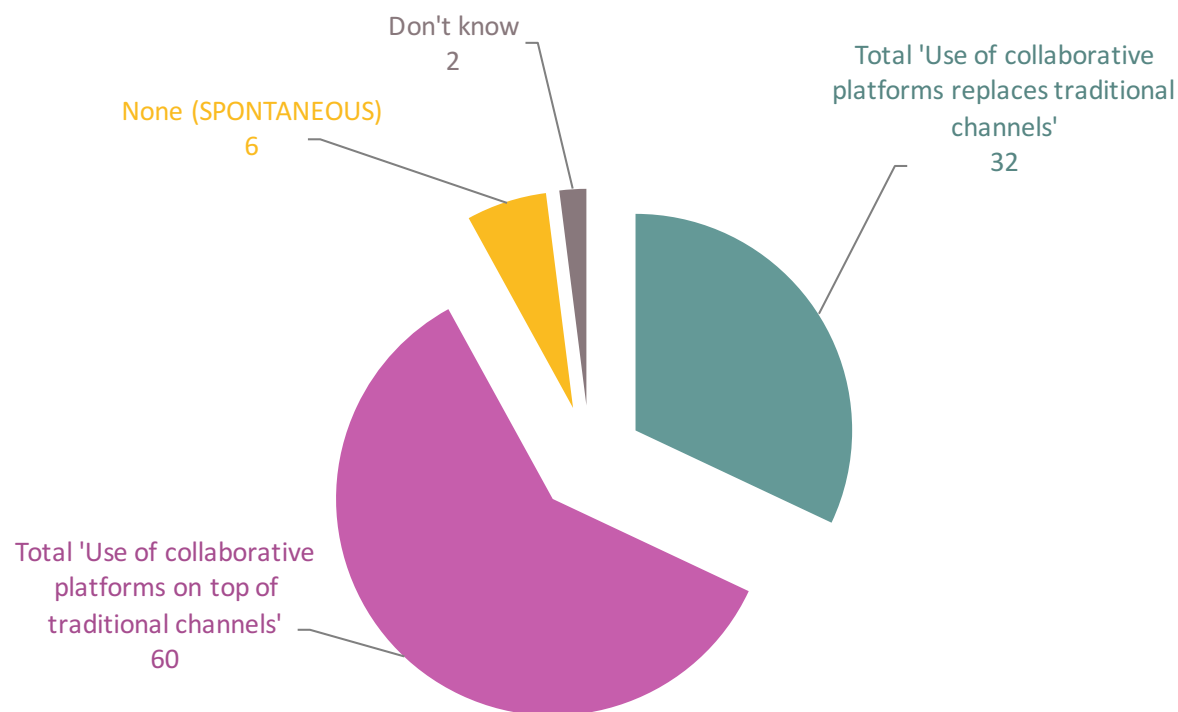
Q3 Thinking about your overall experience with services offered via collaborative platforms in the last 12 months, which of the following statements best describes your experience?
(% - EU)



Base: respondents who have used services offered via collaborative platforms
(n= 6,389)

For 60% of users, the usage of collaborative platforms does not come at the expense of their habitual usage of traditional channels

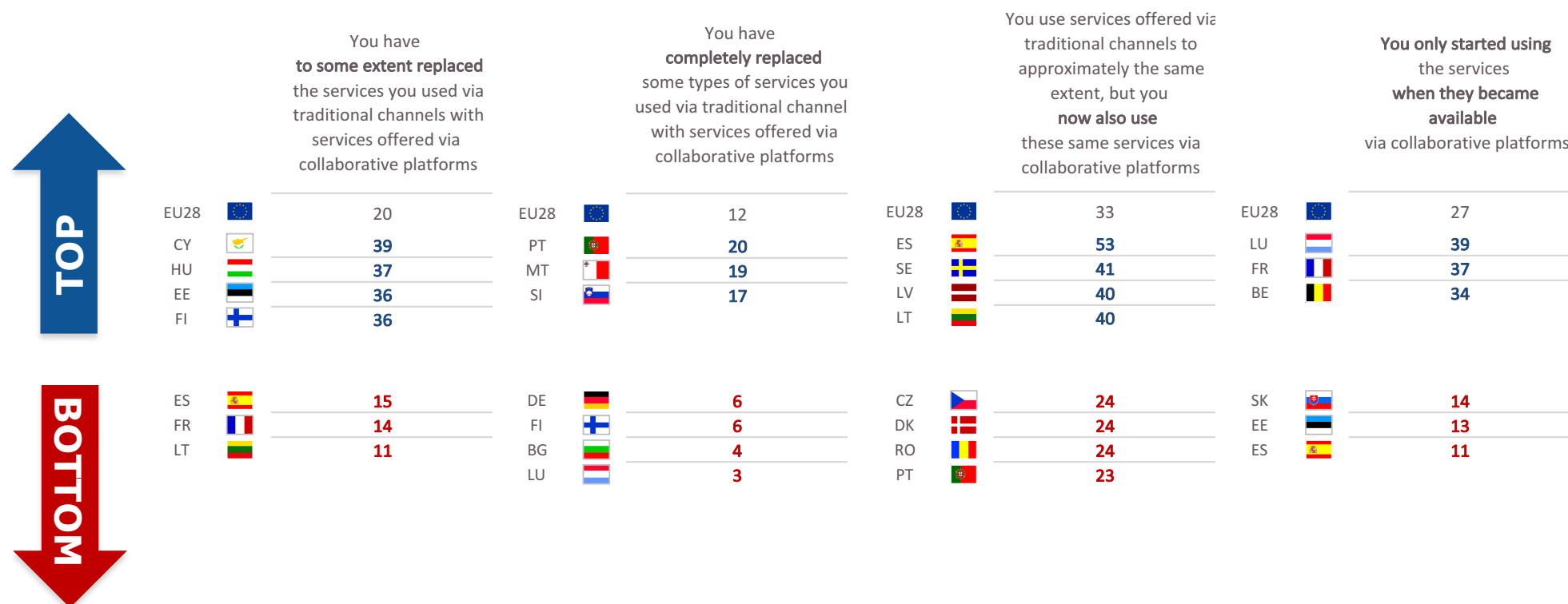
Q3 Thinking about your overall experience with services offered via collaborative platforms in the last 12 months, which of the following statements best describes your experience?
(% - EU)



Base: respondents who have used services offered via collaborative platforms
(n= 6,389)





























The highest proportions of users who have completely replaced traditional channels with collaborative platforms are in Portugal, Malta and Slovenia

Q3 Thinking about your overall experience with services offered via collaborative platforms in the last 12 months, which of the following statements best describes your experience?
(%)



Base: respondents who have used services offered via collaborative platforms
(n= 6,389)

Around seven in ten in Lithuania, Luxembourg and France use collaborative platforms on top of their usage of traditional channels

		Total 'Use of collaborative platforms on top of traditional channels'	Total 'Collaborative platforms replace traditional channels to at least some extent'
EU28		60	32
BE		62	24
BG		59	35
CZ		47	44
DK		45	38
DE		60	25
EE		39	52
IE		58	33
EL		57	37
ES		64	31
FR		69	22
HR		59	36
IT		57	41
CY		42	48
LV		65	24
LT		72	22
LU		71	23
HU		47	49
MT		57	37
NL		54	39
AT		59	32
PL		62	32
PT		44	50
RO		55	37
SI		59	38
SK		51	44
FI		50	42
SE		59	34
UK		58	32

Base: respondents who have used services offered via collaborative platforms (n= 6,389)

The users of collaborative finance services are most likely to have completely replaced traditional channels

Q3 Thinking about your overall experience with services offered via collaborative platforms in the last 12 months, which of the following statements best describes your experience?
(% of users of services offered via collaborative platforms - EU)

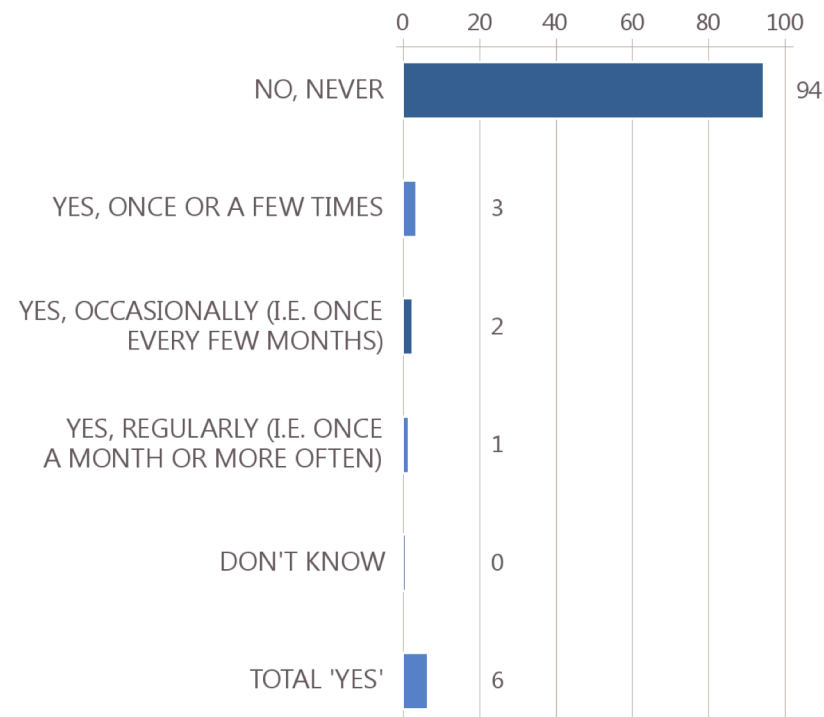
	You have to some extent replaced the services you used via traditional channels with services offered via collaborative platforms	You have completely replaced some types of services you used via traditional channels with services offered via collaborative platforms	You use services offered via traditional channels to approximately the same extent , but you now also use these same services via	You only started using the services when they became available via collaborative platforms
EU28	20	12	33	27
Sectors in which collaborative platforms were used				
Transport	22	13	32	27
Accommodation	22	14	36	23
Food	21	14	38	23
Household services	22	11	30	28
Professional services	21	14	38	21
Collaborative finance	15	18	37	27
	highest proportions per item		lowest proportions per item	

Base: respondents who have used services offered via collaborative platforms
(n= 6,389)

II. PROVISION OF SERVICES OFFERED VIA COLLABORATIVE PLATFORMS

Only 6% of the respondents have offered services via collaborative platforms

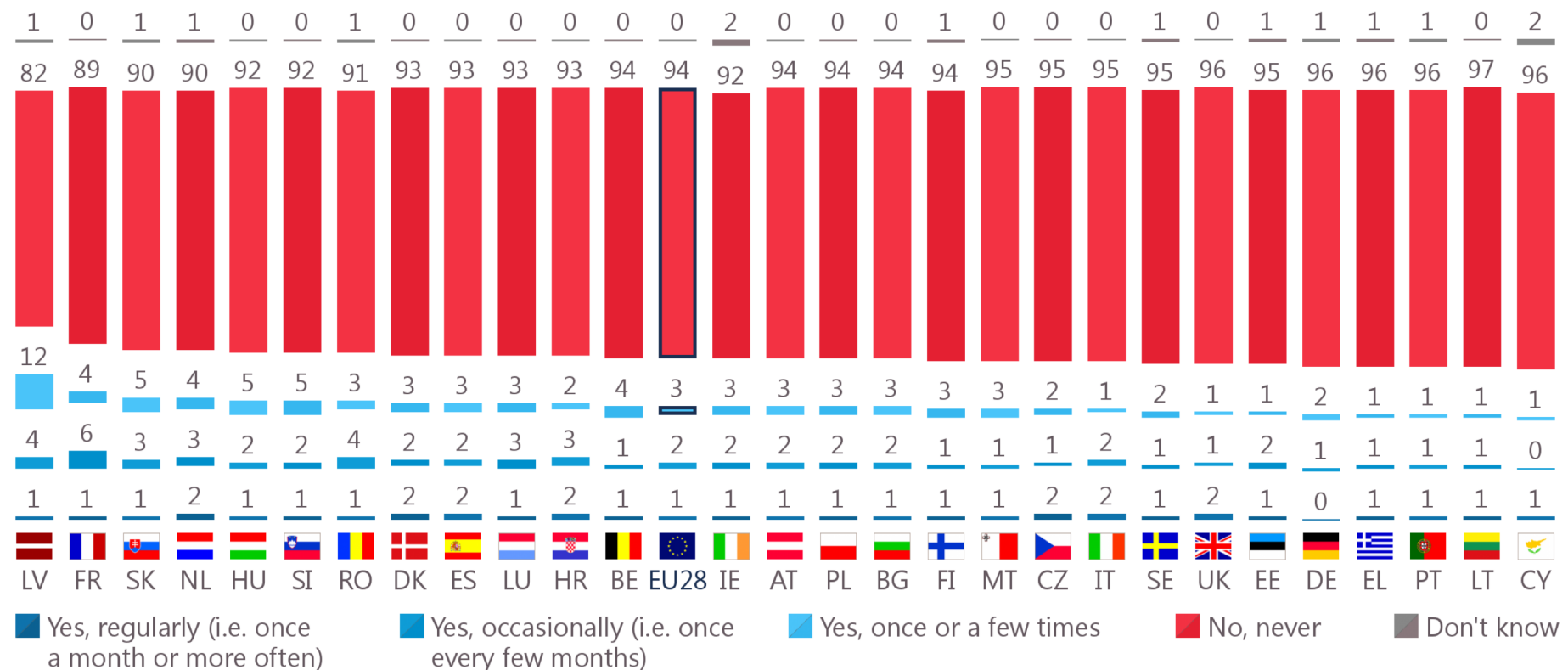
D9 Have you ever offered a service via a collaborative platform?
(% - EU)



Base: all respondents (n= 26,544)

Only very small proportions in each country regularly offer services via collaborative platforms

D9 Have you ever offered a service via a collaborative platform?
(%)



Base: all respondents (n= 26,544)

In all countries, less than one in ten have offered services via collaborative platforms, with the only exceptions of Latvia (17%) and France (11%)

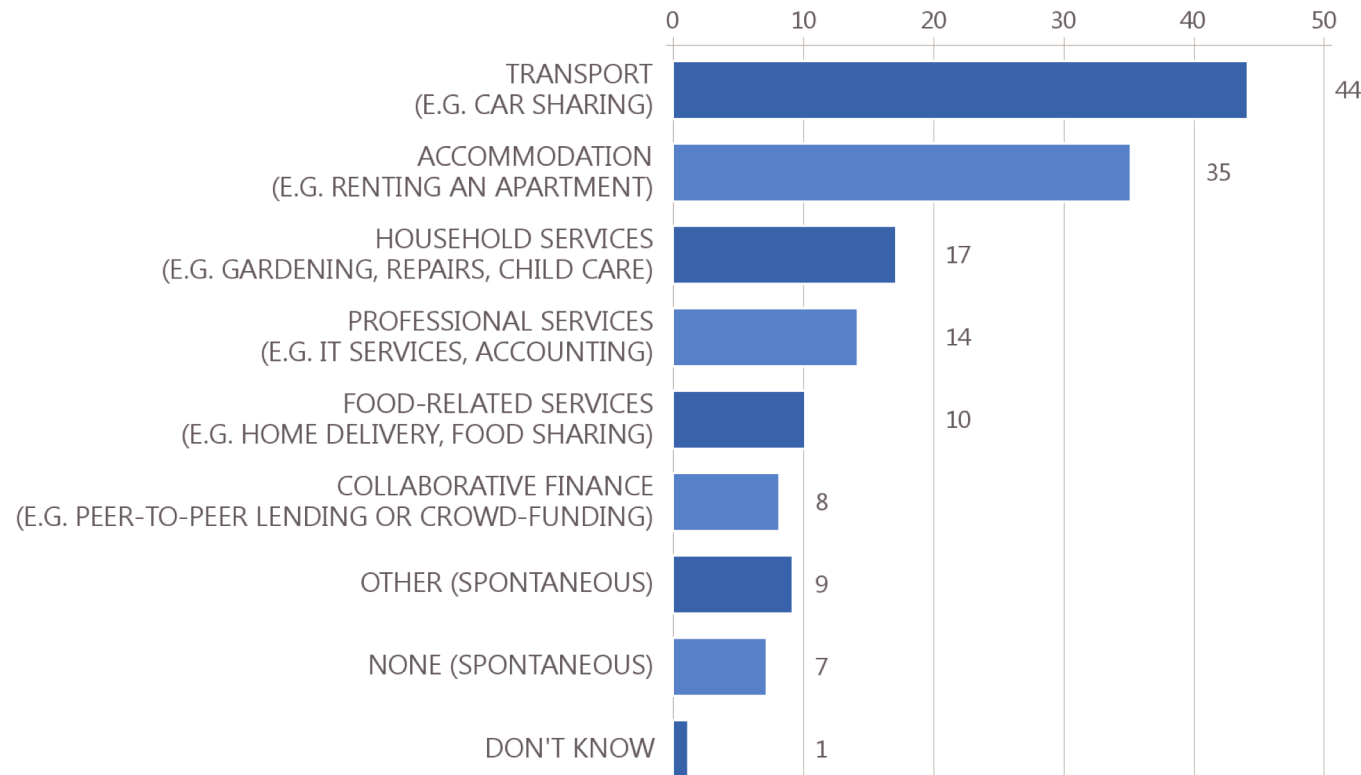
D9 Have you ever offered a service via a collaborative platform?
(% - TOTAL 'YES')



Base: all respondents (n= 26,544)

Those who have offered services via collaborative platforms have done so mostly in transport (44%) and accommodation (35%) sectors

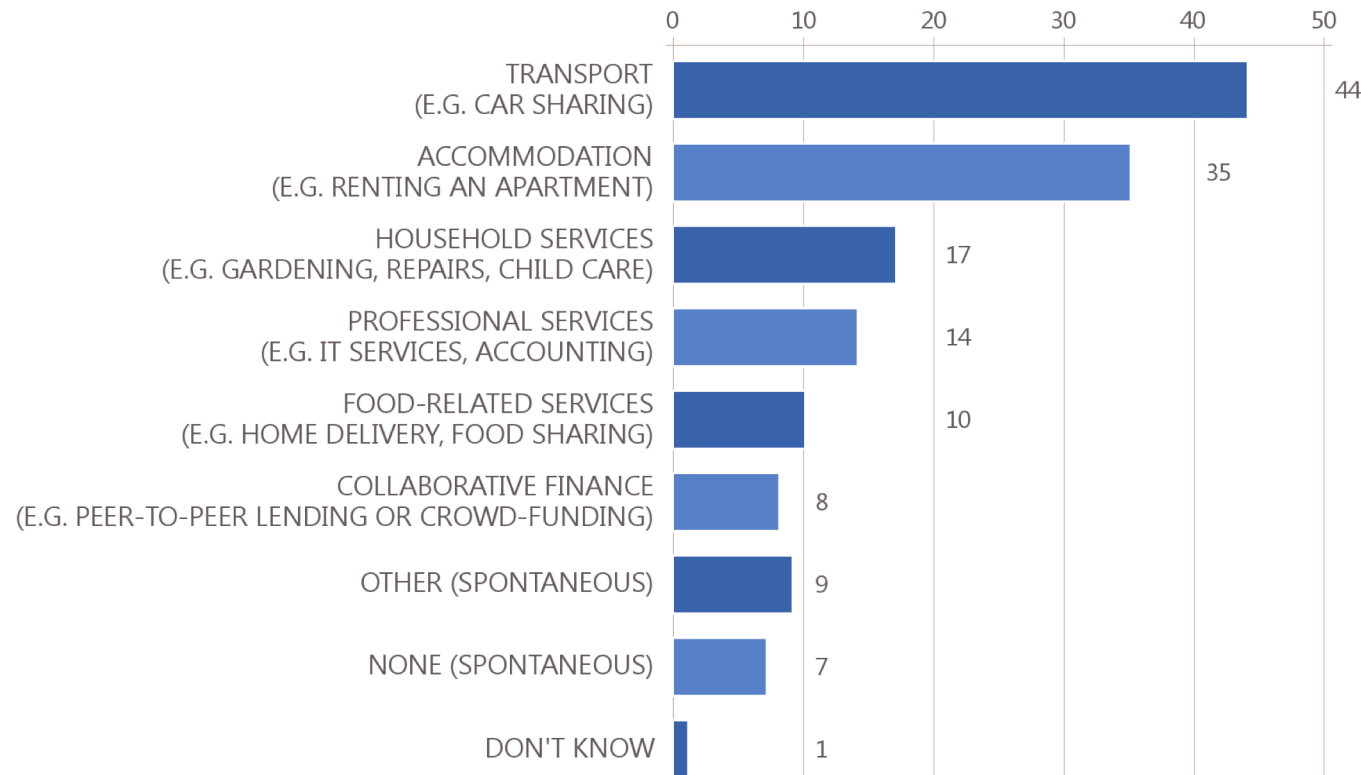
Q10 In which of the following sectors have you provided a service via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have offered services via collaborative platforms (n= 1,598)





Those who have offered services via collaborative platforms have done so mostly in transport (44%) and accommodation (35%) sectors

Q10 In which of the following sectors have you provided a service via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have offered services via collaborative platforms (n= 1,598)

Q10 In which of the following sectors have you provided a service via a collaborative platform? (MULTIPLE ANSWERS POSSIBLE)
(% of providers of services via collaborative platforms - EU)

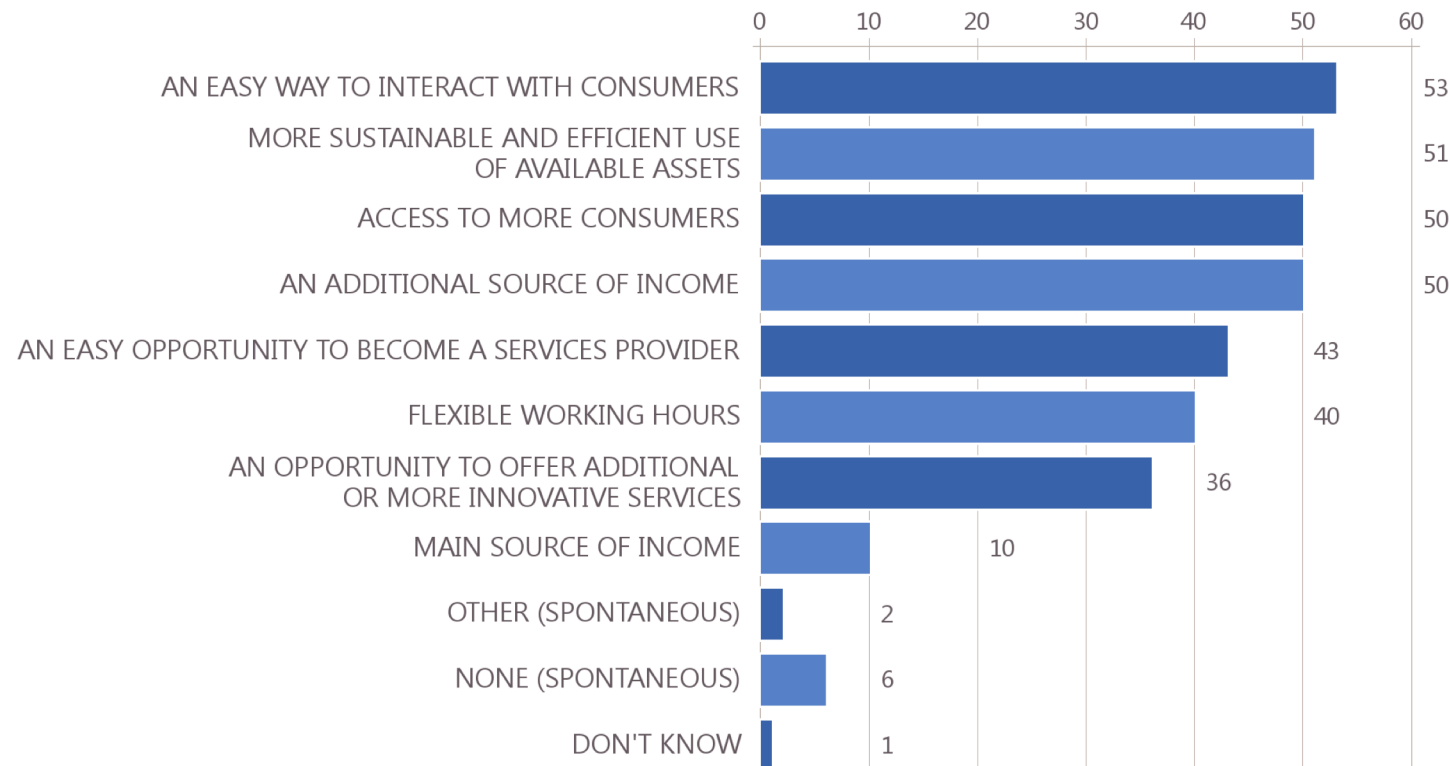
	Transport (e.g. car sharing)	Accommodation (e.g. renting an apartment)
EU28	44	35
 Sex		
Male	50	31
Female	36	40
 Age		
15-24	50	23
25-39	53	41
40-54	32	36
55 +	35	33
 Education (End of)		
15-	21	28
16-19	31	34
20+	49	38
Still studying	44	28
 Respondent occupation scale		
Self-employed	33	46
Employee	52	34
Manual workers	45	32
Not working	37	33

Apart from education, significant differences can be observed in the socio-demographic profiles of providers in the transport and in the accommodation sectors

Base: respondents who have offered services via collaborative platforms (n= 1,598)

An easy way to interact with consumers (53%) is the most frequently mentioned reason for offering services via collaborative platforms

Q11 For which of the following reasons do you offer services via collaborative platforms? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have offered services via collaborative platforms (n= 1,598)

Almost half of providers *spontaneously* say they have not encountered problems when providing services via collaborative platforms (46%)

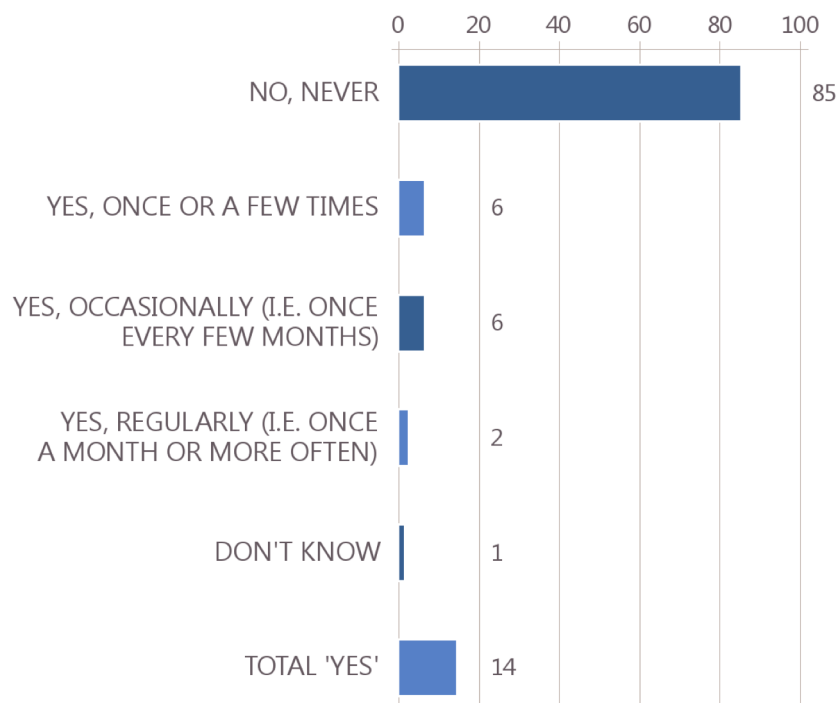
Q12 What are the main problems you encountered when providing services via a collaborative platform, if any?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



Base: respondents who have offered services via collaborative platforms (n= 1,598)

14% of those who have never offered services via collaborative platforms have done so via traditional channels

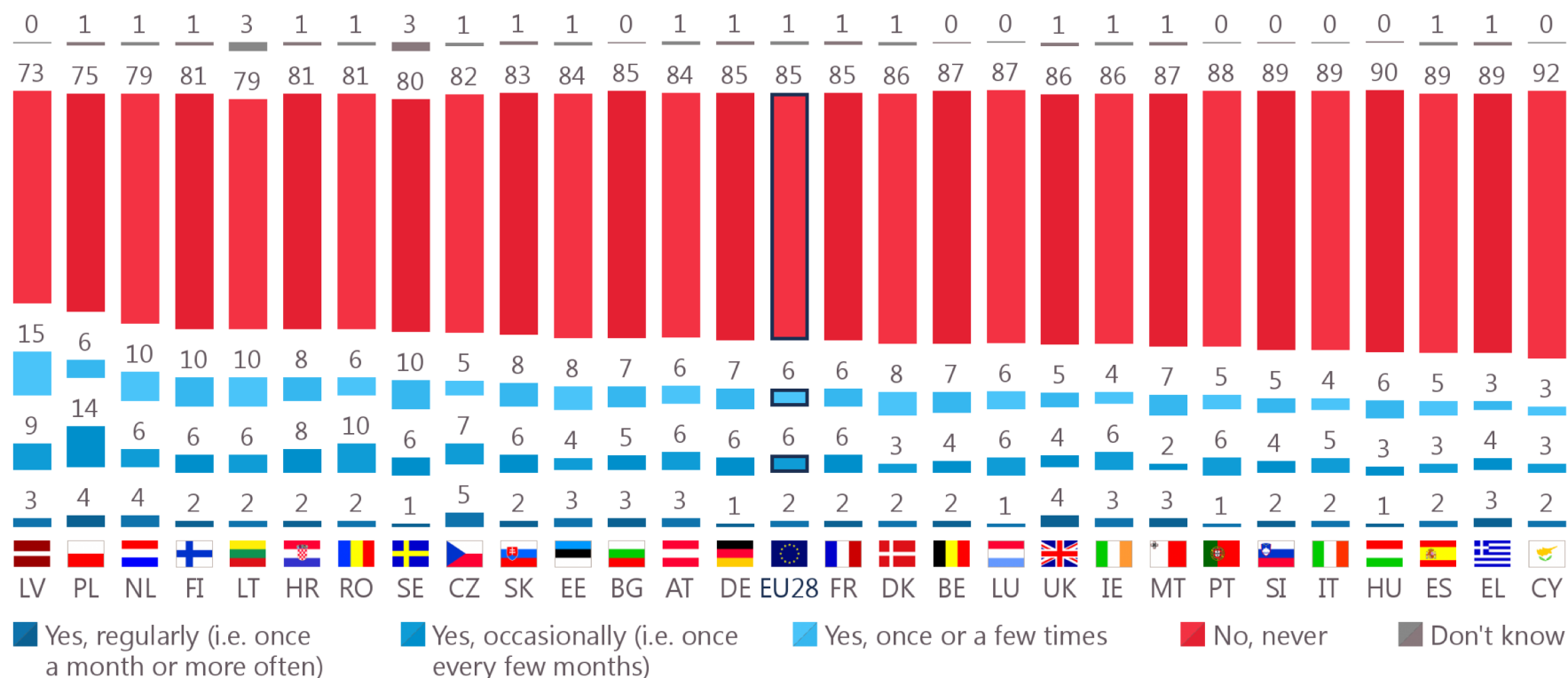
Q9 Have you ever offered services occasionally as a private individual via traditional channels?
(% - EU)



Base: respondents who have never offered services via collaborative platforms (n= 24,857)

Only small proportions in each country regularly provide services via traditional channels

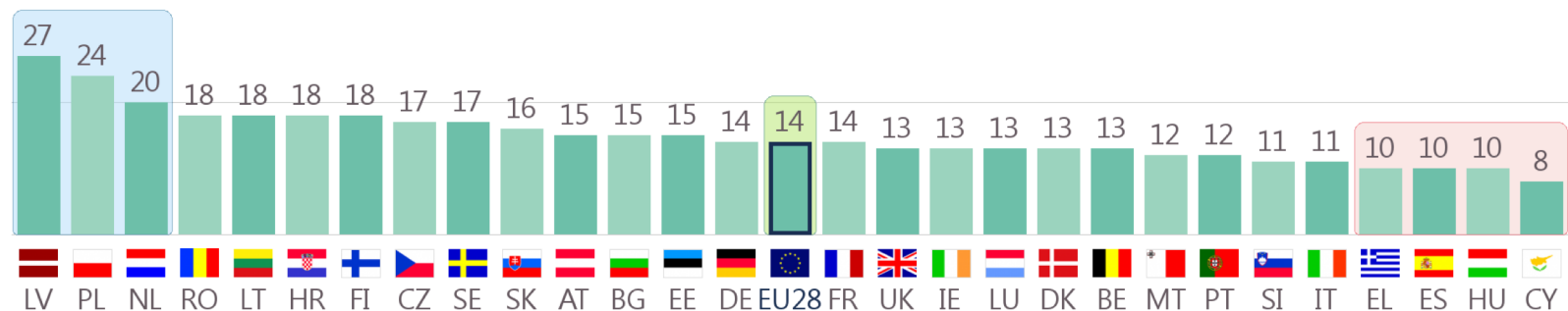
Q9 Have you ever offered services occasionally as a private individual via traditional channels?
(%)



Base: respondents who have never offered services via collaborative platforms (n= 24,857)

The highest proportions of service providers via traditional channels are found in Latvia, Poland and the Netherlands

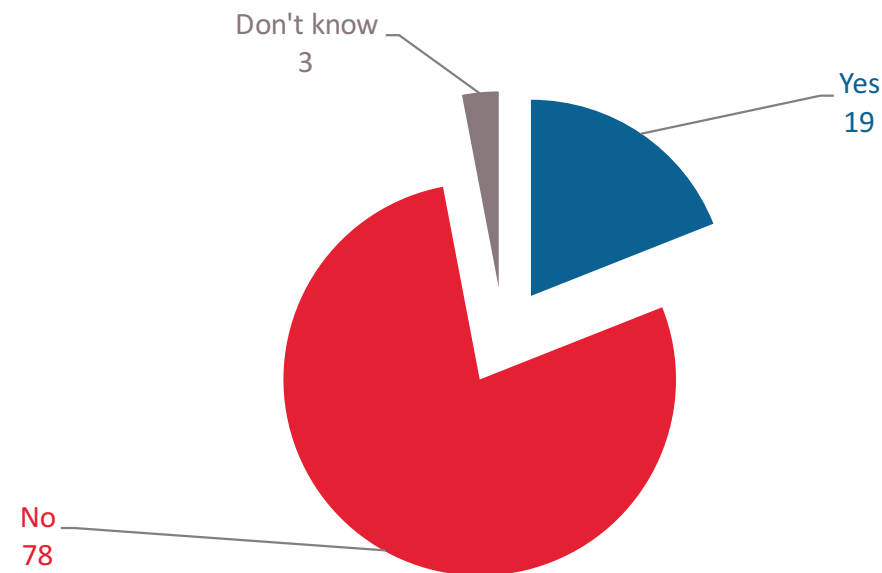
Q9 Have you ever offered services occasionally as a private individual via traditional channels?
(% - TOTAL 'YES')



Base: respondents who have never offered services via collaborative platforms (n= 24,857)

Among those who have never offered services via collaborative platforms, almost two in ten would consider doing so occasionally (19%)

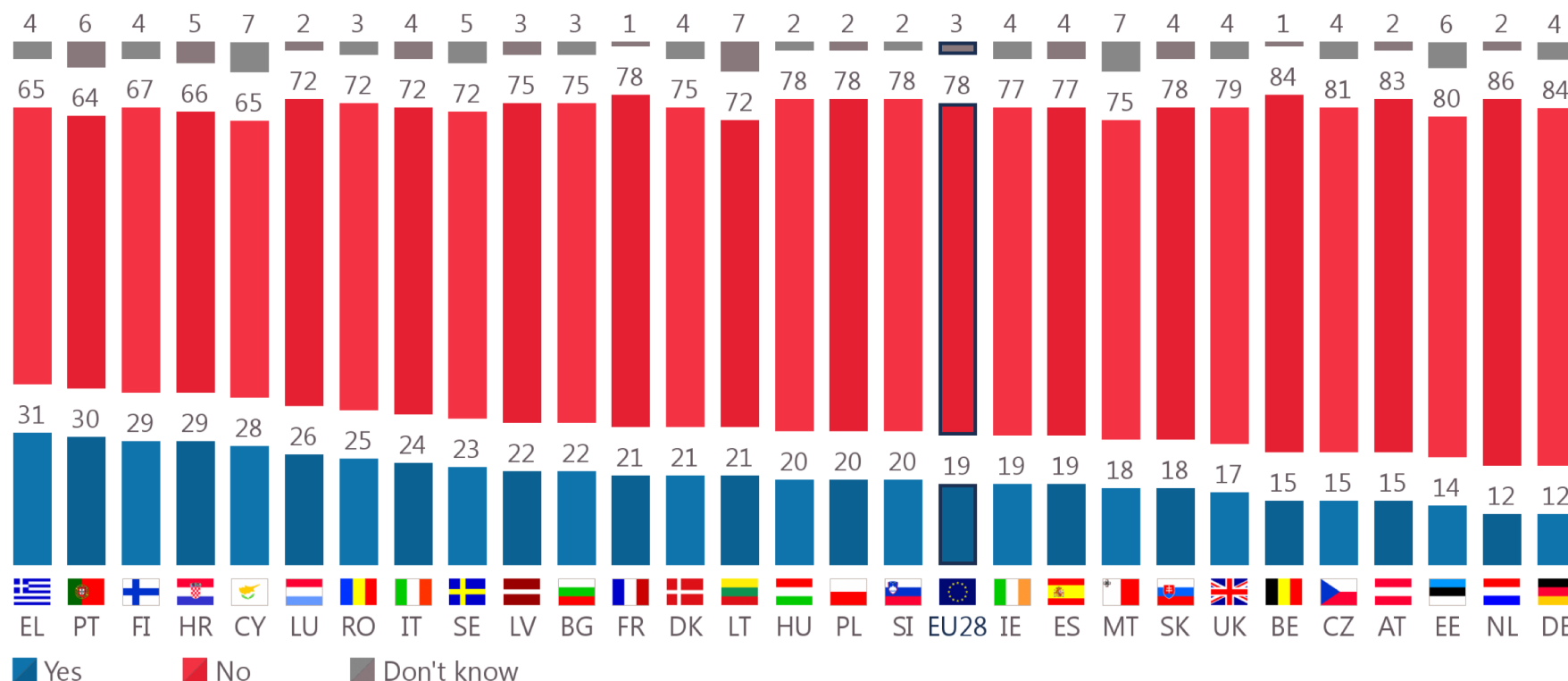
Q7 Would you consider offering services occasionally as a private individual via collaborative platforms?
(% - EU)



Base: respondents who have never offered services via collaborative platforms (n= 24,857)

In 7 countries, at least one quarter of those who have never offered services via collaborative platforms would consider doing so occasionally

Q7 Would you consider offering services occasionally as a private individual via collaborative platforms?
(%)








Base: respondents who have never offered services via collaborative platforms (n= 24,857)

Q7

Would you consider offering services occasionally as a private individual via collaborative platforms?

(% of respondents who have never offered services via collaborative platforms - EU)

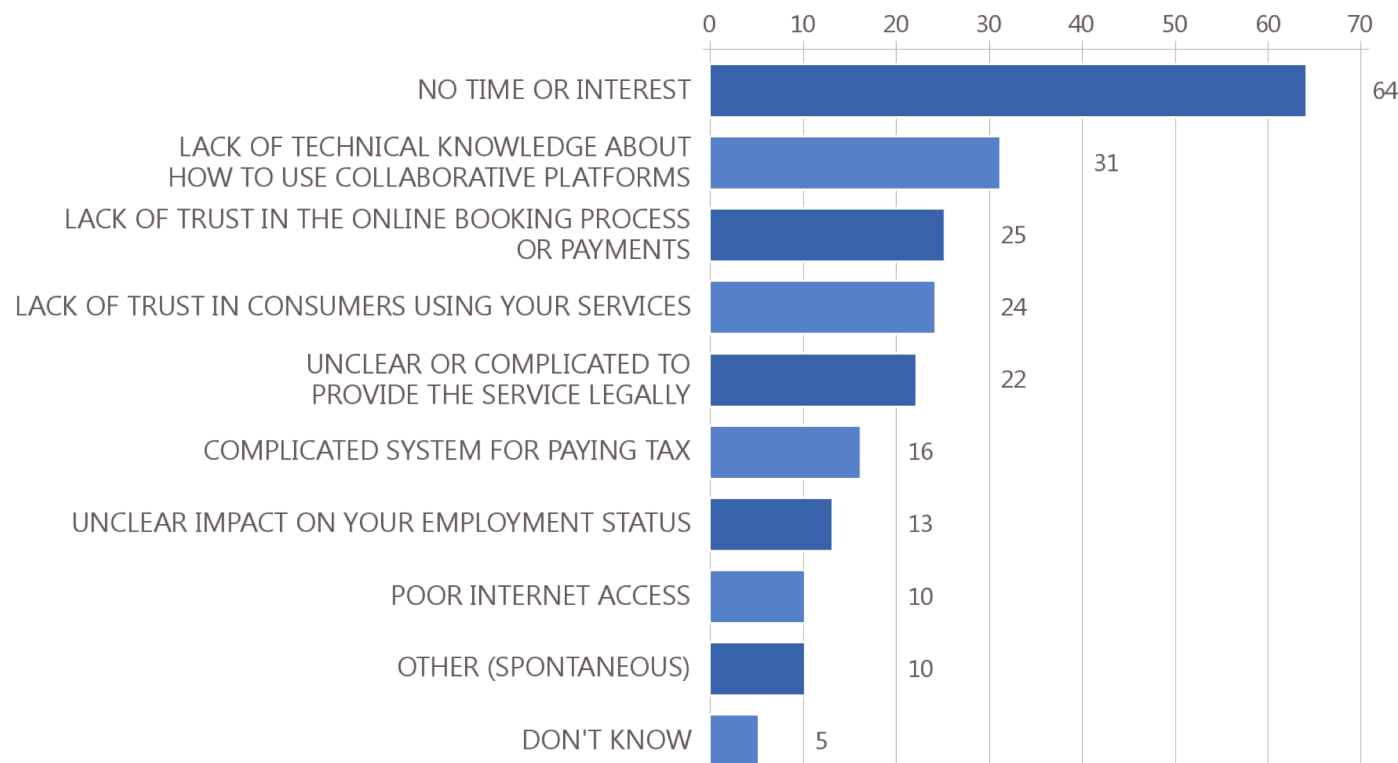
	Yes
EU28	19
 Sex	
Male	22
Female	16
 Age	
15-24	34
25-39	29
40-54	19
55 +	9
 Education (End of)	
15-	9
16-19	15
20+	22
Still studying	36
 Subjective urbanisation	
Rural village	16
Small/mid size town	19
Large town	24
 Respondent occupation scale	
Self-employed	29
Employee	22
Manual workers	17
Not working	15

The highest proportions of ‘would-be providers’ can be observed among men, the youngest, the most educated, those living in large towns and the self-employed

*Base: respondents who have never offered services via collaborative platforms
(n= 24,857)*

Not having time nor interest (64%) is the most frequently mentioned reason for not offering services via collaborative platforms

Q8 For which of the following reasons have you never offered a service via a collaborative platform?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)

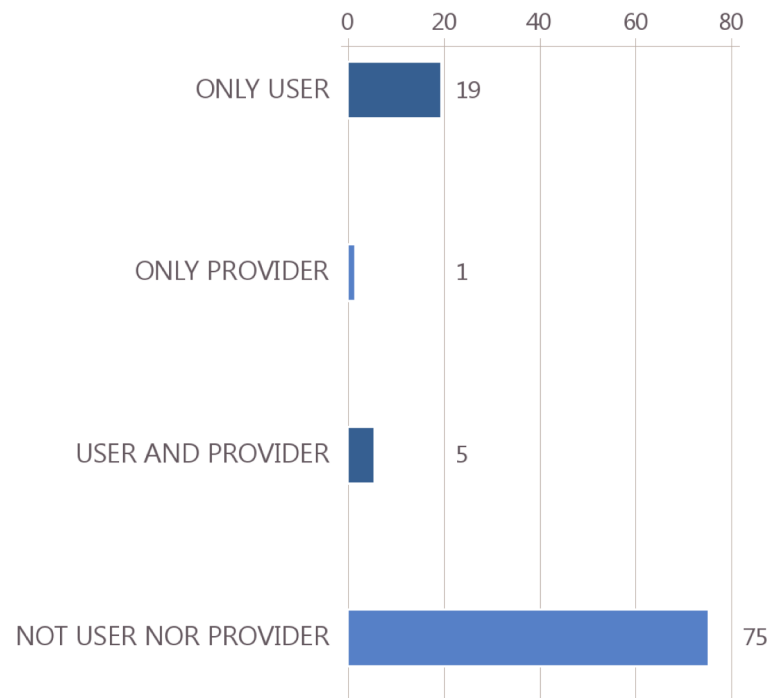


Base: respondents who have never offered services via collaborative platforms (n= 24,857)

III. USER-PROVIDER PROFILING

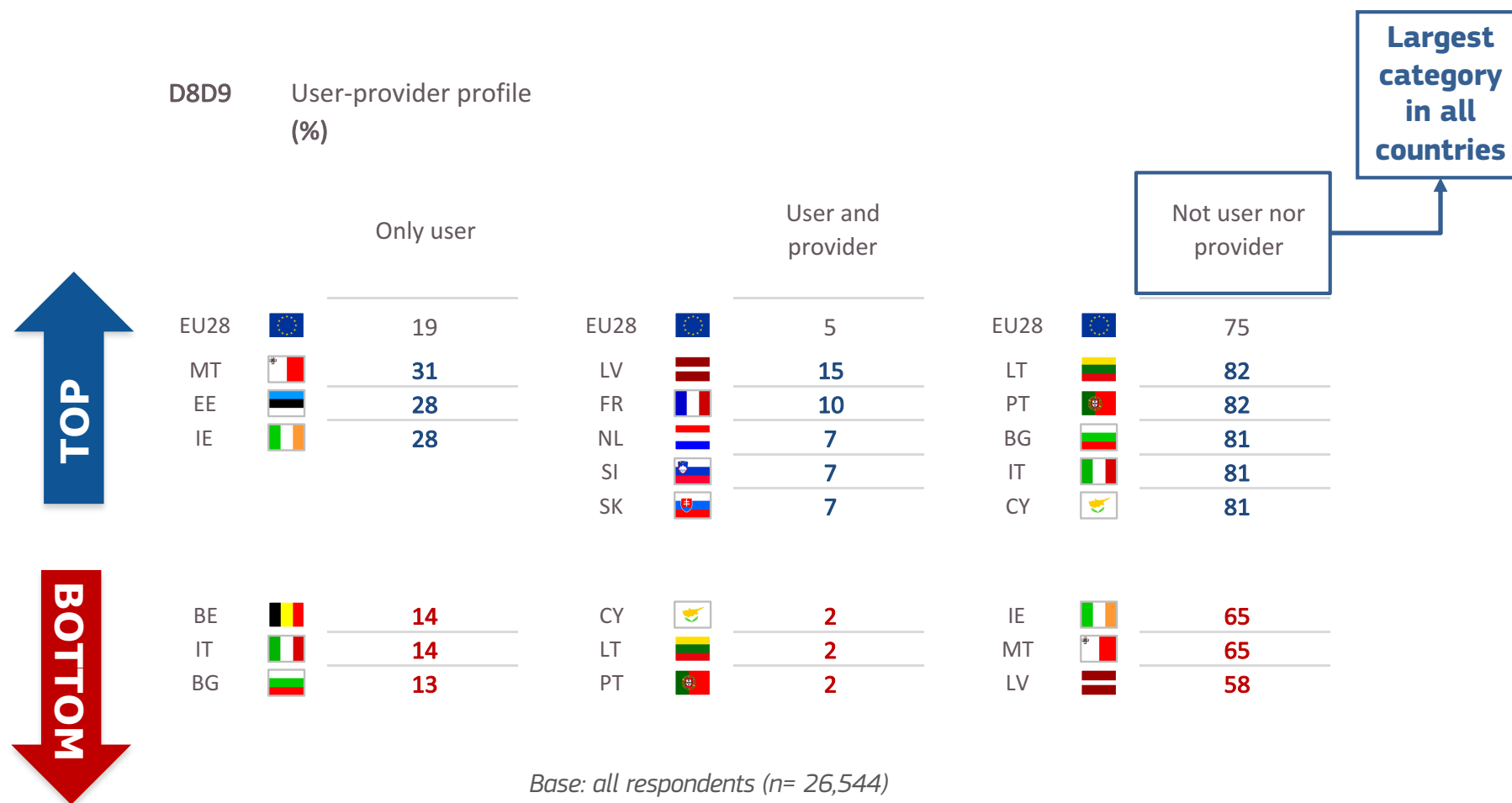
Three quarters of the respondents are not user nor providers of services via collaborative platforms (75%), while almost two in ten are only users (19%)

D8D9 User-provider profile
(% - EU)







Base: all respondents (n= 26,544)

The highest proportions of users and providers are observed in Latvia (15%) and France (10%)



D8D9 User-provider profile
(% - EU)

	Not user nor provider
EU28	75
 Age	
15-24	61
25-39	61
40-54	74
55 +	88
 Education (End of)	
15-	94
16-19	82
20+	67
Still studying	60
 Subjective urbanisation	
Rural village	81
Small/mid size town	78
Large town	65
 Respondent occupation scale	
Self-employed	62
Employee	66
Manual workers	85
Not working	83

Base: all respondents (n= 26,544)

Those who are not users nor providers tend to be aged 55+, less educated, manual workers or not working, and living in rural villages