



IpsosCanadaNext



## The Sharing Economy – We haven't seen anything yet.

**Never in recent history has a new form of economic activity created so many new opportunities, while disrupting so many traditional businesses. This new economy, broadly defined as the 'Sharing Economy' (also known as the Peer-2-Peer Economy, Collaborative Consumption, or even Economic Uberization), has enabled millions of individuals to 'share' or use assets through technology in exchange for money, goods, or other services.**

Platforms such as Uber and Airbnb have created new wealth for individuals who otherwise could not participate in the economy, while at the same time providing a cost-effective and valuable service for consumers. While many see positive benefits to the Sharing Economy, there have also been negative consequences for others. Many aspects of the Sharing Economy function on the periphery of regulation, making their business practices almost impossible to monitor. As the popularity of these platforms continues to increase, the public is also becoming more aware about how this new economy can cause unintended consequences such as disrupting traditional businesses that people depend on or destabilizing the rental housing market.

This balance between promoting innovation and growth while ensuring that some form of oversight to defend the public has proven tricky for governments to manage. Our research shows that many of the various technologies that comprise the Sharing Economy are extremely popular and that people want to engage more with this new economy in the future. The sheer pace of adoption means governments and businesses need to react quickly, either to incorporate the benefits of the new economy and/or to ensure that these new business models do not negatively impact others.

It is anticipated that the spread of technological applications into other sectors of the economy will explode over the next decade, into areas such as health, financial services, education, mobility, and more.

Ipsos can help clients from all levels of government and in different businesses sectors understand how to harness the potential of the Sharing Economy, while developing strategies to minimize the negative consequences that this economic revolution can have. We regularly engage Canadians about usage, attitudes and opinions towards platforms within the Sharing Economy, as well as investigating how other jurisdictions around the world are developing innovative strategies and policies to address the challenges of this growing new economic reality.



**The vast majority (81%) of Canadians believe that in the near future, one in three Canadians will use an Internet-based platform to sell their time, talent, or goods.**

**Canadians see Uber and Airbnb as only the beginning, as seven in ten (68%) expect the Sharing Economy to expand far beyond these two groundbreaking applications.**

The public, regardless of usage, does support the regulation of services such as Uber and Airbnb, particularly on issues associated with safety, insurance, customer service standards, and more. And in many instances feel this is already happening (even when it is not).

Among those familiar with Uber, most have used the ride-sharing service in the past month and ridership continues to increase.

- Among those that use applications like Uber, satisfaction with their experience is also very high and considerably higher compared to other forms of transportation such as taxis or public transportation.
- How can governments obtain input from residents, users, and non-users about regulating new players in the Sharing Economy? Who are these people, how do they act and what do they look like?
- When should participants in the Sharing Economy be viewed as a business and when should they be viewed as an individual? When does 'sharing' bleed into traditional business models?
- How can governments limit the negative aspects of home-sharing that can cause the destabilization of the rental-housing market?
- Can traditional regulation protect the public's interest, while limiting the negative consequences of de-regulation?
- How can the private sector and non-governmental organizations harness the potential of the Sharing Economy by working with governments?

A copy of [the CanadaNext report](#) is available on our website.

If you are interested in learning more about what we have already discovered regarding the sharing economy, please contact:

**Silvano Pelloi**  
Vice President,  
Ipsos Public Affairs  
[silvano.pelloi@ipsos.com](mailto:silvano.pelloi@ipsos.com)  
778-373-5076

**Michael Howell**  
Associate Vice President,  
Ipsos Public Affairs  
[michael.howell@ipsos.com](mailto:michael.howell@ipsos.com)  
416-572-4407