



Factum

Likelihood to Use Sharing Economy Services This Summer Declines Among Americans

Americans, Including Millennials Believe Traditional Services Provides Better Overall Experience Than Sharing Economy

Washington, DC, June 21, 2018 — A new Ipsos poll conducted on behalf of Allianz Global Assistance finds that during this summer vacation season, fewer Americans intend to use be utilizing sharing economy services. Less than half (47%) of Americans indicate that they are likely to use sharing economy services, including only 19% (-7pts) who say they are ‘very likely.’

Lower usage could potentially be impacted by the slight decline in the level of trust Americans have for sharing economy services. Since 2017, trust in sharing economy service has fallen 3 points from 65% to 62%.

However, while usage and trust may be lower this vacation season, Americans are becoming increasingly more familiar with sharing economy services. More than eight in ten (83%) are familiar with at least one of the sharing economy services tested, up 5 points since 2017, and up 17 points in just 2 years. Familiarity with sharing economy services is generally stronger among younger generations.

Among the specific sharing economy services, familiarity with Lyft (66%) has increased significantly over the past year, up 10 points, while familiarity with all other economy sharing services (Uber, Airbnb and Homeaway) remains stagnant. Co-working and co-living spaces are newer concepts to the sharing economy world, and familiarity of these services are relatively low (17% and 16%, respectively). Men are significantly more likely to be familiar with co-working (22% vs. 12% women) and co-living spaces (22% vs. 10% women).

While familiarity of sharing economy services is at an all-time high, when it came time for Americans to evaluate the sharing economy services against traditional services, the traditional services outperformed the sharing economy on almost every metric. Sharing economy services are believed to be the better value for money and offers a more authentic local experience, however, traditional services are believed to provide the better booking experience, better quality product, better customer support, and wins as being able to provide the best overall experience.

	Sharing Economy Services	Traditional Services	Both the Same	I Don't Know
Better quality product	12 % (-3)	33 % (-2)	35 % (+4)	20% (+2)
More authentic local experience	27 % (-6)	22 % (-)	31 % (+5)	22% (+3)
Better value for money	32 % (-3)	20 % (+1)	27 % (+1)	20% (+1)
Better booking experience	13 % (-4)	35 % (+2)	33 % (+2)	19% (-1)
Better customer support when things go wrong	10 % (+1)	44 % (-3)	27 % (+3)	19% (-1)
Best overall experience	14 % (-3)	29 % (-1)	34 % (+3)	23% (+1)

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Sean Simpson**
Vice President, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002



Factum – continued –

Despite the popularity of sharing economy services among Millennials, compared to last year they are less likely to rate sharing economy services at a higher level than traditional services. In fact, four in ten (38%; -4pts) believe traditional services offer better customer support when things go wrong, one quarter believe they provide a better-quality product (26%; -7pts), and better booking experience (24%; +2pts). An increasing number of Millennials (33%) say that traditional services provide the best overall experience, up 11 points compared to last year. However, Millennials do think that sharing economy services are better value for money (41%; -2pts) and provide a more authentic local experience (33%; -12pts) when put up against traditional services.

About the Study

These are some of the findings of an Ipsos poll conducted between May 2nd and May 5th, on behalf of Allianz Global Assistance. For this survey, a sample of 1,005 was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to U.S. Census Bureau data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all American adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

Sean Simpson
Vice President
Ipsos Public Affairs
+1 416 324-2002
sean.simpson@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Sean Simpson**
Vice President, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002



Factum – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Sean Simpson**
Vice President, Ipsos Public Affairs
Email: sean.simpson@ipsos.com
Tel: +1 416 324-2002