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While Many Are Wary of the Idea, a Majority of Those Who Have Shared Their Belongings or Property Online Would Recommend It



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Many See Sharing One's Belongings Online as a Great Way to Earn Extra Money

While Many Are Wary of the Idea, a Majority of Those Who Have Shared Their Belongings or Property Online Would Recommend It

New York, NY – Nearly six in ten (56%) U.S. adults agree that being able to borrow or rent someone's property or belongings online is a great way to save money, according to a new poll of over 2,000 adults conducted by Ipsos Public Affairs on behalf of Airbnb. Similarly, nearly half of U.S. adults (47%) agree that sharing one's property/belongings online is a great way to have an extra source of income.

- Men are more likely to agree that borrowing or renting from someone online is a great way to save money (59% vs. 54% of women). Others who are also more likely to agree include adults aged 18-34 (68%), those with children in the household (66%), those with college degrees (65%), and those with household incomes of \$50,000 or more (59%).
- Likewise, younger adults (60%), those with children in the household (54%), and those with a college degree (53%) are most likely to agree that sharing online is a great way to earn some extra money.

Though many see online sharing as having financial benefits, only one in six (17%) of all respondents have shared something online with someone they didn't previously know, such as skills (10%), tools (7%), a room in their home (6%), their car (5%), their entire home (3%), or something else (3%). Over eight in ten (83%) have not shared any of these items with others online.

- Adults under 35 (30%) are much more likely to report that they have shared something online with someone they didn't previously know than are those aged 35-54 (15%) or 55 and over (8%).
- In addition to younger adults, men (21% vs. 14% of women), those with children in the household (23% vs. 15%), and those who are not married (20% vs. 15%) are also more likely to have shared their property or belongings online.

Even fewer (11%) say that someone they know has ever shared their property or belongings online with someone they didn't previously know, though this proportion is higher among younger adults (21%). Nearly three quarters (73%) say that they don't know of anyone who has shared belongings online in this way, while one in six (16%) were not sure.

Furthermore, while the majority of adults agree that sharing online is a great way to save money, fewer (37%) say that they would consider borrowing or renting someone's property or belongings through a website, while nearly two thirds (63%) say that they would not consider doing so.

- Adults 55 and over (22%), women (33%), those without children in the household (33%), those without a college degree (33%), and those who are married (34%) are among those least likely to consider borrowing or renting someone else's belongings online.

Awareness of the 'Sharing Economy'

Only about one in eight (13%) of Americans have heard the term the "sharing economy," while 74% report that they have not heard the term and 13% were unsure. Just 8% say they know what "sharing economy" means, while about one in seven (15%) are not sure; nearly eight in ten (78%) say that they do not know its meaning.



- While those who have shared their own belongings online with someone they didn't know are more likely than those who have not done so to report that they have heard of the term (38% vs. 7%) and to know what it means (25% vs. 4%), still relatively few who have participated in the sharing economy recognize this concept.

Perhaps because few are familiar with this idea, six in ten (60%) see the “sharing economy” as a new trend.

Receptiveness to Sharing One's Property and Belongings

Among those who have not shared their property or belongings online with someone they didn't previously know (“non-sharers”), four in ten (43%) say they would like to learn more about how the “sharing economy” works, though nearly six in ten (57%) are not interested in hearing more about it.

- Those who are most receptive to learning more about it include younger adults (57%) as well as those aged 35-54 (46%), compared to only three in ten (30%) of those aged 55 and over.
- Those with children in the household (52%) and those with a college education (50%) are also more likely to express an interest in learning about the “sharing economy.”

However, these respondents tend to be more open to the idea of sharing some items than others. The things that non-sharers would be most likely to share online include their skills, such as running errands, tutoring, assembling furniture, etc. (50%), and their tools (32%). Fewer are open to the idea of sharing a room in their home (15%), their entire home (7%), or their car (8%). Nearly a quarter (22%) would consider using a website to facilitate sharing something else.

Perhaps some of this hesitation is related to sharing with someone they don't know; nearly nine in ten (87%) non-sharers agree that that they are wary of the idea of lending their belongings to someone they don't know, including 64% who strongly agree.

- Women (66%), those without children in the household (65%), and older adults (70%) are among those who are most likely to strongly agree with this statement. Those with higher household incomes (89%) are also more likely to be wary of this idea.

Nearly the same proportion of these respondents are wary of the idea of sharing their home with someone they don't know: nearly nine in ten (88%) agree with this statement, while only 12% disagree.

- Those most likely to strongly agree that they are wary of the idea of sharing their home include women (74%) and older adults (75%).

However, perhaps some of these concerns are without base, as a majority of sharers (55%) say they would recommend sharing property or belongings online to others. Those most likely to recommend this experience include college graduates (64%), parents (63%), and those under 35 (59%).

Motivations to Share

Among those who have shared their property or belongings online with someone they didn't previously know (or “sharers”), the top motivation for doing so is more philosophical, tied to the ability to help others (36%). This would be less motivating to those who have not shared their belongings online (i.e. “non-sharers”) (18%).

Rather, non-sharers are most likely to be moved by the financial reward or compensation (42%), the number two reason among sharers (31%). Other reasons to share online include the chance to support or promote sustainability (24% of sharers vs. 12% of non-sharers, respectively), social



reward such as the chance to meet people (25% vs. 8%), or some other reason (17% vs. 4%). A quarter of sharers (25%) and about half of non-sharers (49%) would not be motivated to share their belongings online for any of these reasons.

Likewise, over four in ten non-sharers (43%) agree that they'd consider sharing their property or belongings online with someone they didn't previously know if it would allow them to make some extra money. Fewer would consider doing so if it would allow them to help finance a vacation or to travel (19%), start their own company (10%), make charitable donations (9%), expand their social circles (8%), or shop more (7%). Over half (52%), however, would not be motivated by any of these incentives.

- Three in ten non-sharers (29%) say that they would consider sharing their home (or a room in their home) online with someone they didn't previously know if it would cover at least part of their mortgage or rent, including:
 - 4% who would consider sharing their home if it covered a quarter of their monthly mortgage or rent;
 - 11% who would consider sharing their home if it covered half of their monthly mortgage or rent;
 - 6% who would consider sharing their home if it covered three-quarters of their monthly mortgage or rent; and
 - 8% who would consider sharing their home if it covered their entire mortgage or rent.
- One in seven non-sharers (15%) say they would be likely to share their home (or a room in their home) online if it would cover the cost of a Memorial Day weekend getaway or a summer vacation. Over eight in ten (85%) say that it is not likely that they would do so, including 68% who say it is not at all likely.
 - Men (18%), younger adults (26%), and those with children in the home (20%) are among those most likely to consider it, while those least likely to consider doing so include women (13%) and adults aged 55 and over (5%).

Six in ten sharers (61%) also agree that earning extra money was the main motivation for sharing in this way. Many sharers put the money they've earned from sharing their belongings or property online toward basic expenses, such as paying bills (46%). Others say that they have put this extra income towards savings (27%), used it to go shopping (26%), to fund travel (17%), to support charity (17%), or to start a business (13%) Six percent of sharers say that they used this money in some other way, while three in ten (30%) did not select any of these options.

These are some of the findings of an Ipsos poll conducted April 16 – 19, 2013. For the survey, a national sample of 2,103 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 2,103 and a 100% response rate would have an estimated margin of error of +/- 2 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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