

“Sharing Economy” in Denmark - First attempt to measure

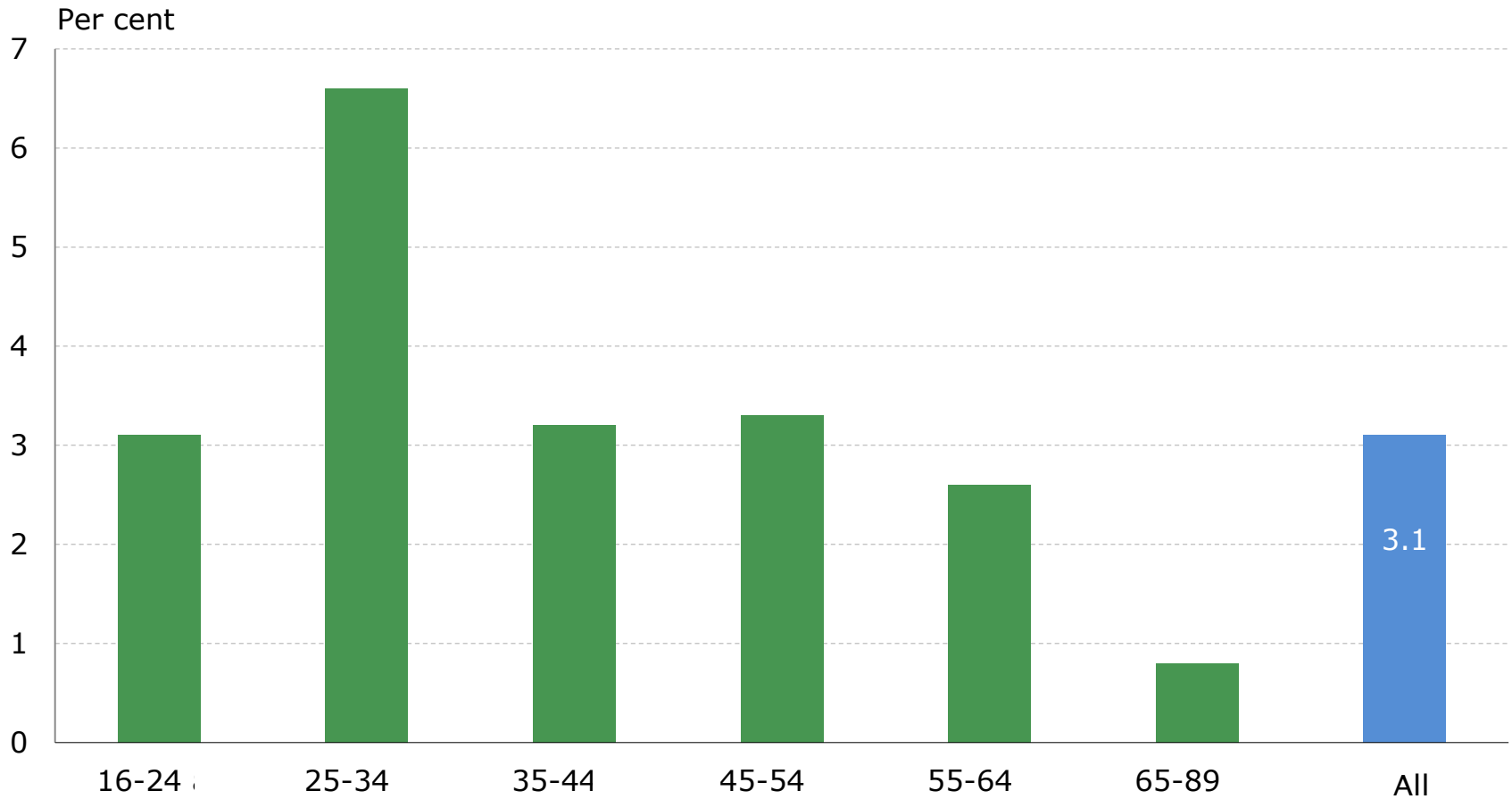
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About the survey

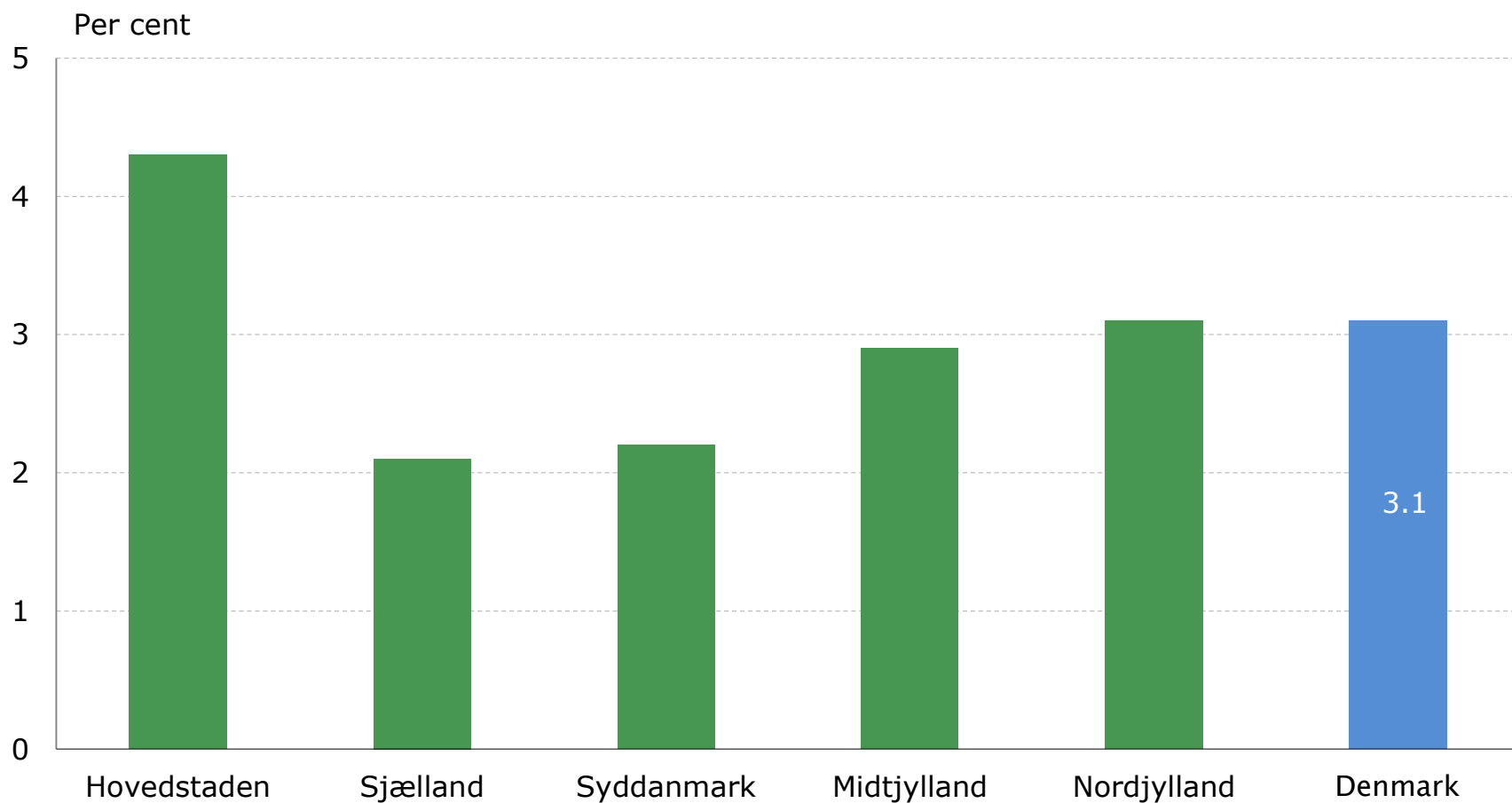
- Part of the ICT usage by household survey based on 5.385 respondents between 16 and 89 years
- The module on sharing economy aspects focused on P-P renting and P-P transportation services
- The survey was carried out March to May 2015 by telephone interviews or web questionnaires
- Results are grossed up based on a number of background variables (age, gender, education, occupation and geography)



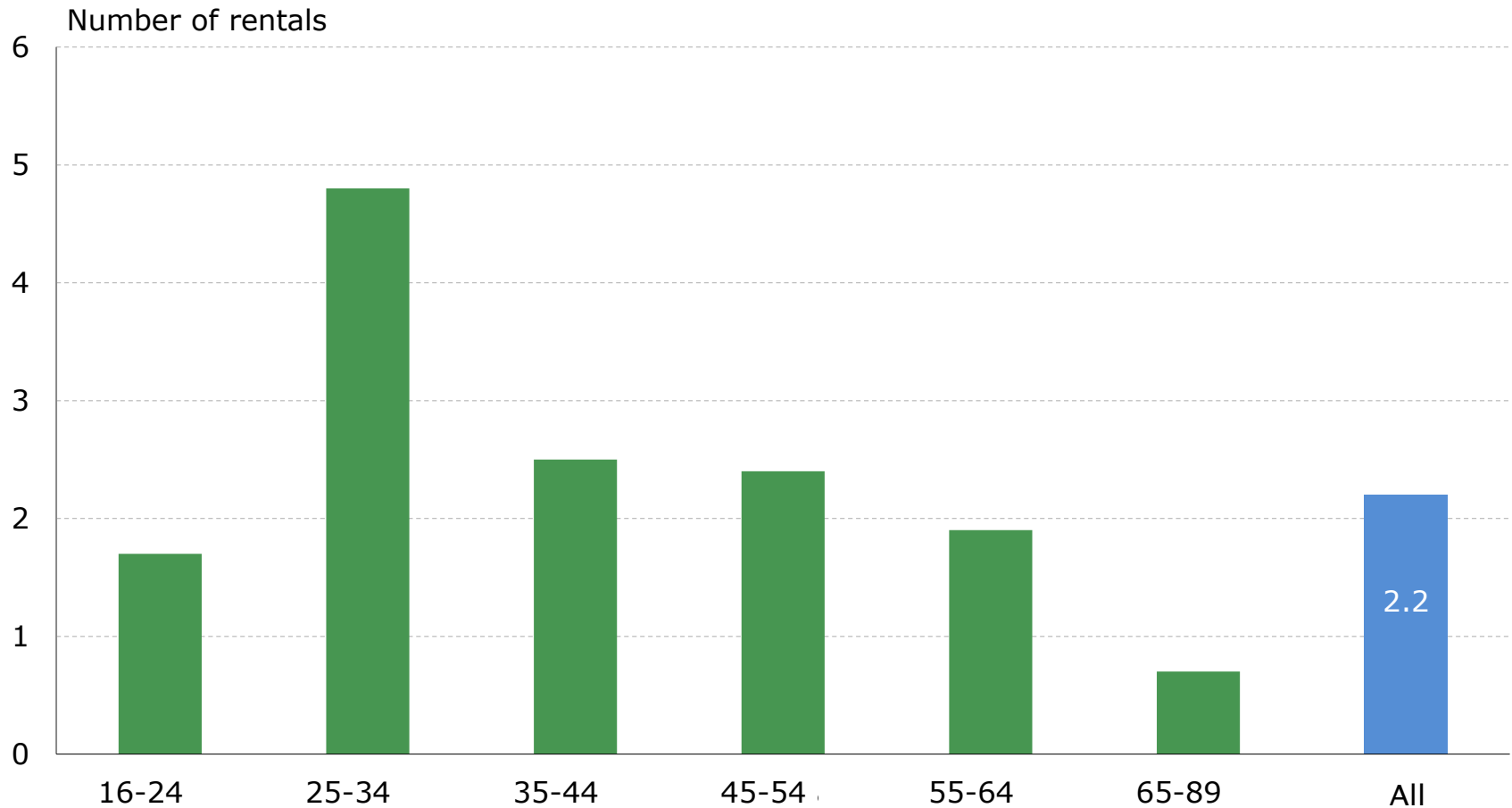
Supply side: Share of internet users renting out using internet portals – broken down by age



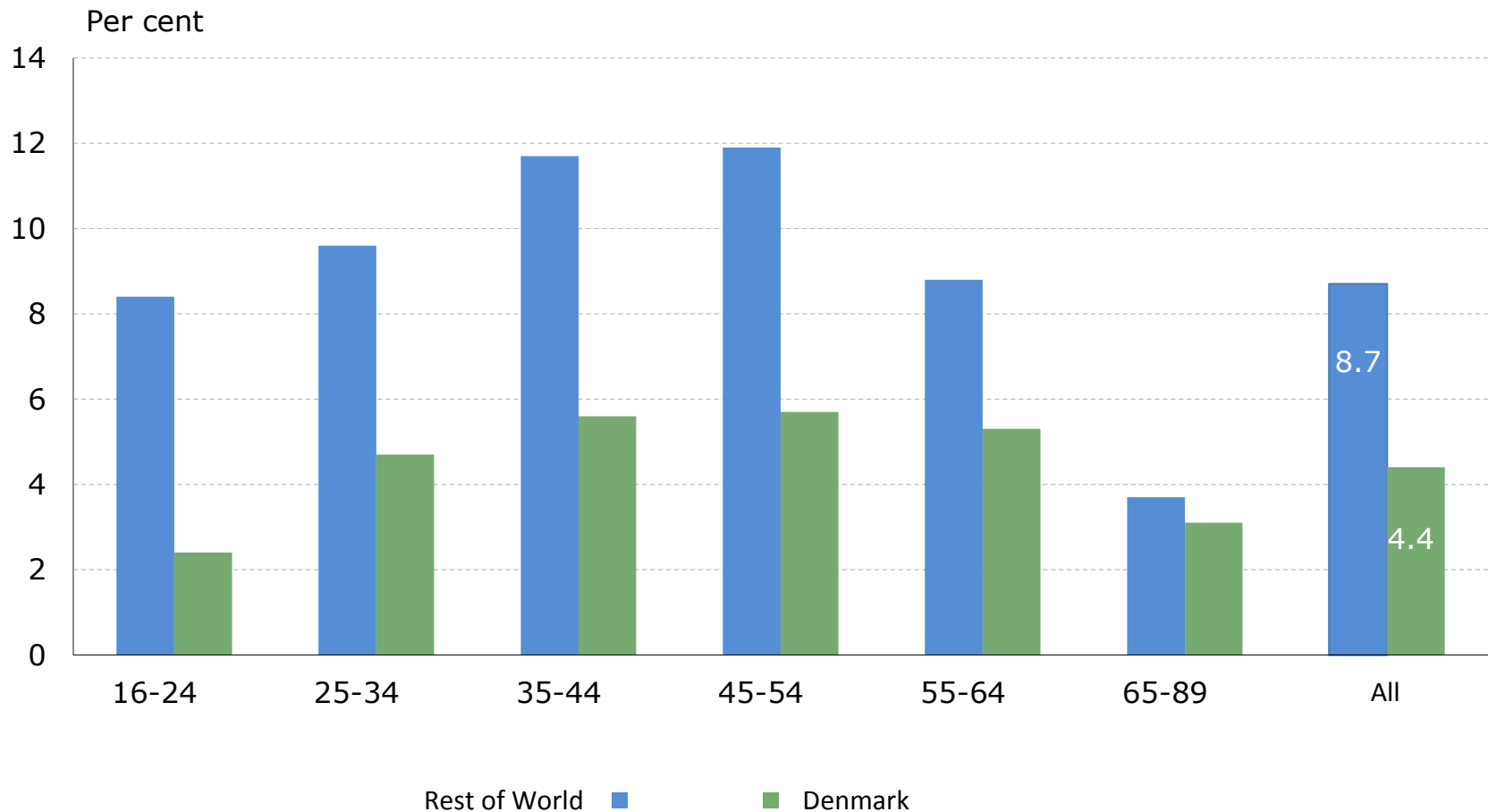
Supply side: Share of internet users renting out using internet portals – broken down by regions



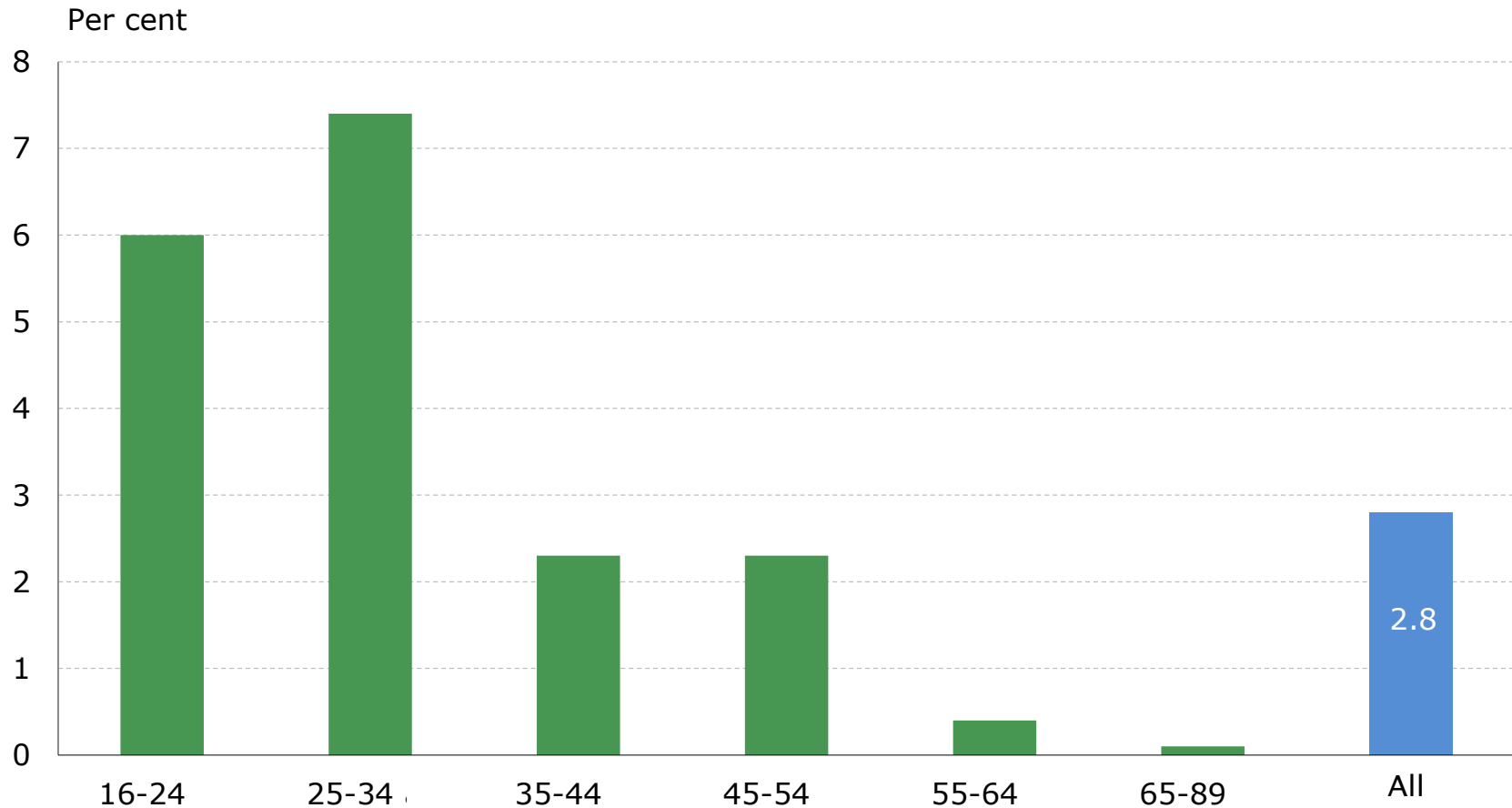
Supply side: Average no. of rentals – broken down by age



Demand side: Share of internet users having rented accommodation via Internet portals such as Airbnb, broken down by age



Demand side: Share of persons having bought transportation services such as Uber or car-2-go broken down by age. Share of persons having bought any kind of transportation services, e.g. traditional renting of cars



Possible Road ahead

- Introduce a module measuring aspects of sharing economy in the Eurostat ICT by household survey
- Include new elements on the supply side in the ICT usage survey or LFS
- Introduce questions on use of crowd sourcing in Eurostat ICT usage by enterprises survey
- Use of administrative data (e.g. tax registers) probably not feasible



Thank you!

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