



SHARING ECONOMY FOR SENIORS

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# SHES SURVEY REPORT

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## 1. Population records

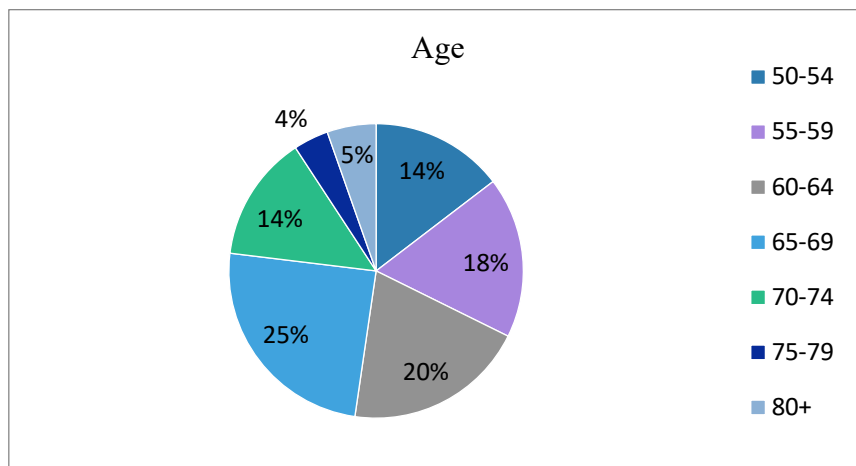
130 people have participated in the SHES survey: 45 men and 85 women from 5 different countries: Italy, Spain, France, Slovenia and Greece.

In the following lines the results' analysis will be presented. First of all, in order to understand as best as possible the data that will be outlined, it is necessary to highlight the difference in the number of participants among the countries. Indeed, in Italy 38 people answered, in Spain 10, in France 20, in Slovenia 42 and in Greece 20.

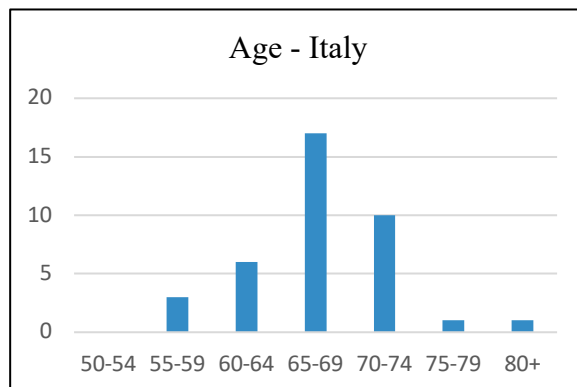
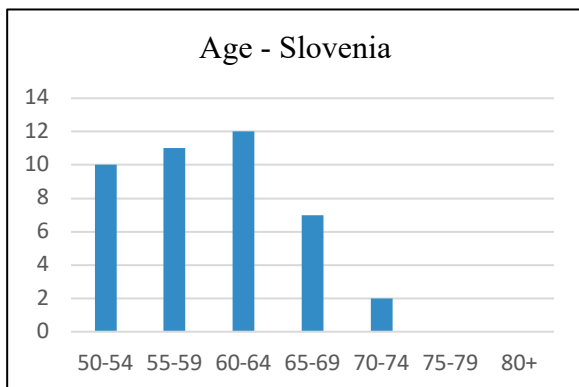
The Spanish sample is considerably smaller than the others, therefore it could be difficult to compare it appropriately.

### 1.1. Age

We have asked the participants to indicate which age group they belong to. As the pie chart shows, 70% of respondents are more than 60 years old but among these only the 9% is more than 75 years old. This disparity could be understood as a limitation in the access to technology for people aged 75+.



Furthermore, once broken down per country, the data show that the age groups are not equally distributed among nationalities. Looking at the two largest samples it is possible to notice that among Slovenia's respondents there are no participants aged more than 74 years old. On the contrary, there are no Italian respondents younger than 55 years old and most of them are aged 65+.



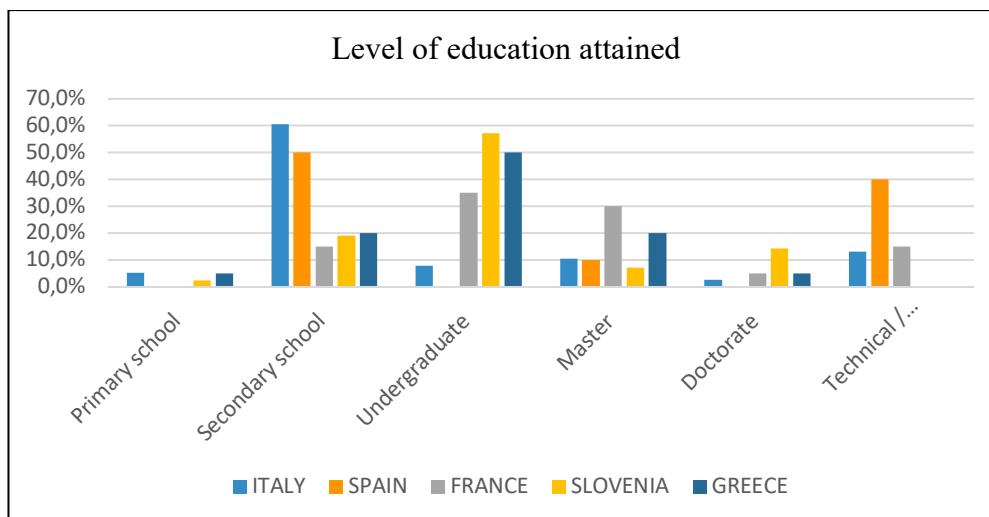
## 1.2. Level of education

The 5 countries have different education systems that have changed during the years, so it is probable that, for example, a technical professional diploma in France has not the same meaning than in Slovenia.

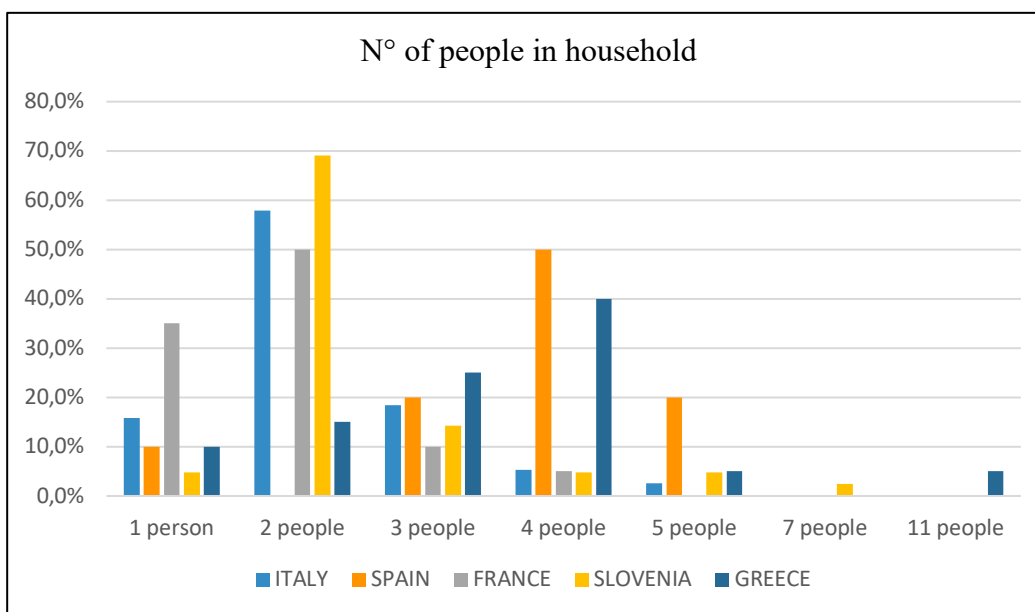
The majority of respondents possesses a level of education between secondary school diploma and the graduation: the majority of participants in Italy attained the diploma of secondary school whereas in the other countries many have achieved higher qualifications.

The majority of participants in Slovenia's sample managed to graduate with some achieving a Master degree or a PhD. Similar data can be found in France's sample.

Another point worth noting is that both in the Spanish and the French samples everyone has attained a level of education higher than primary school.



### 1.3. Number of people in household



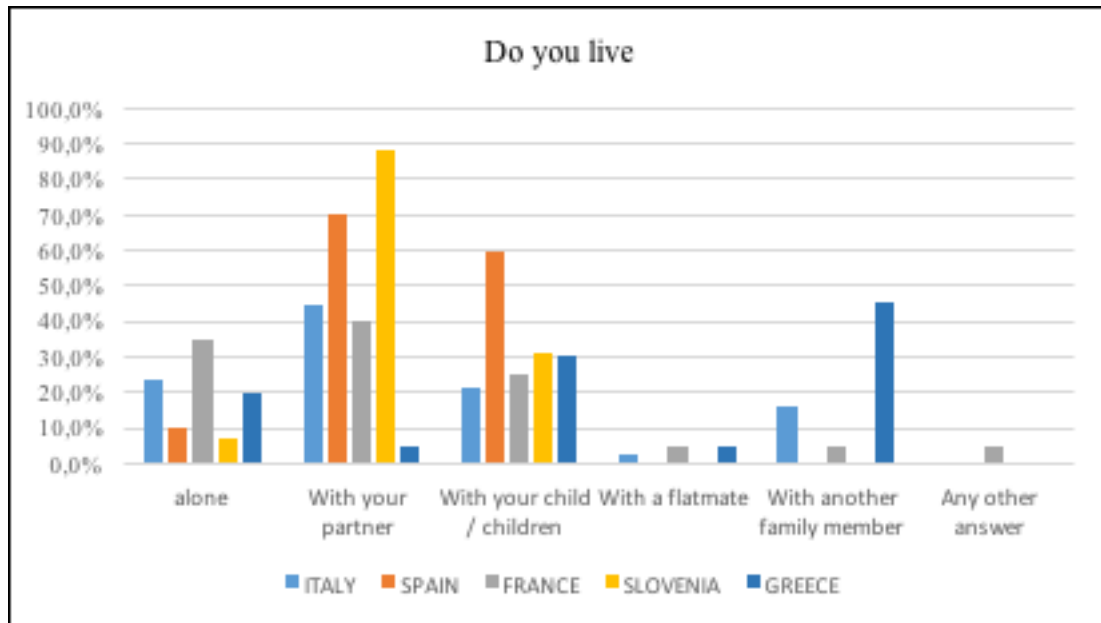
There are no significant differences among the countries samples because the majority of households is constituted of two, three or four per house. It is important to highlight this because a lot of respondents are more than 60 years old and it would be interesting to know who do they live with: partners, sons and daughters or other family members?

Two interesting data emerge: on the one hand the vast majority of French respondents are either living alone or in couple, whereas Spanish and Greek households appear to be constituted of a numerous amount of people (with a peak going even as far as 11!). It would be interesting to understand if these two opposite cases depend from a cultural influence or from economic conditions.

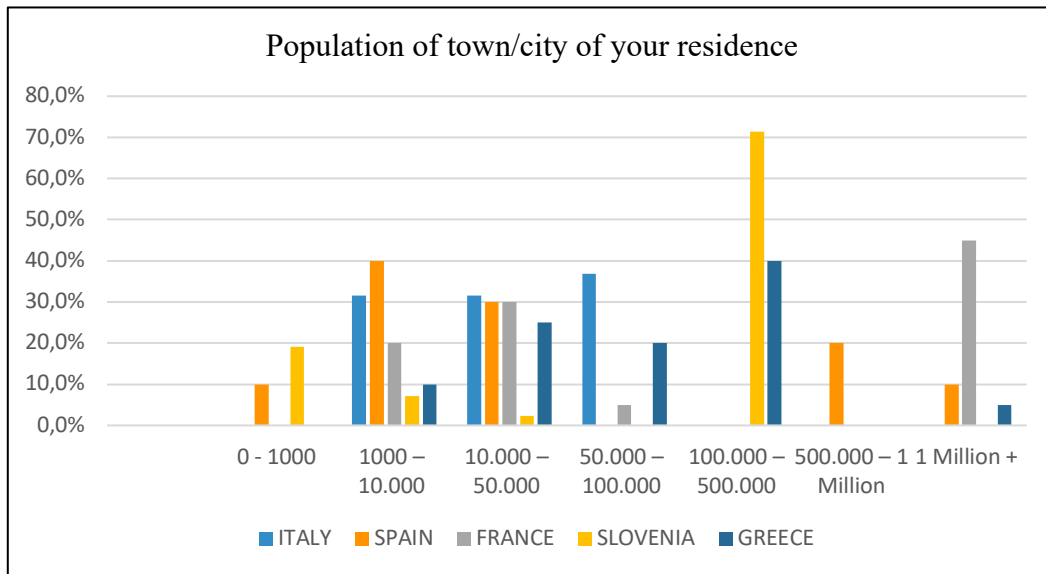
### 1.4. Site and population of residence

Most of the respondents, indeed live either with their partner and/or with their children (the answer allowed for more than one option to be selected). The single feature that stands out is the amount of Greek respondents declaring that they are living with “another family member”. Some respondents in Italy and France also stated to be living with other family members, but this group constitutes the larger slice of the Greek sample, which is at odds

with the other countries replies. This has aroused questions on whether an issue of language might have occurred, regarding the expression “other family member” that might have been “lost in translation” with its respective meaning in Greek implying something vague or inclusive enough to comprehend partners and children too.



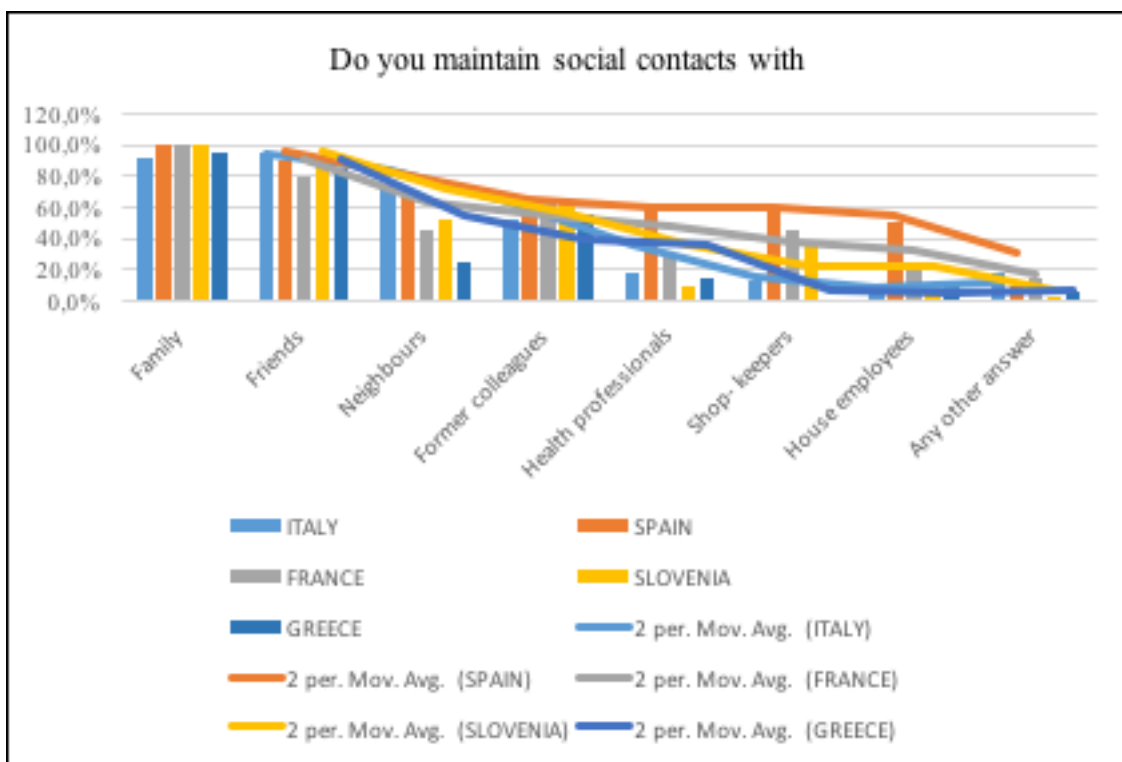
One of the most relevant question within the demographics of the survey asked about the dimension of the city of residence of the respondents. A few interesting things emerged: firstly, all Italian respondents (which constitute the second largest sample) live in towns that range from 1.000 to maximum of 100.000 inhabitants – this range is where the majority of the overall population who took part in the survey resides. Interestingly, some countries present a sample that is quite urbanised with more than 70% of Slovenian and 40% of Greek respondents living in a city within 100.000 and 500.000 inhabitants and almost half of French respondents living in a city with a population larger than 1 million people (presumably the capital cities of each country). The difference in the size of the city of residence might actually directly affect the perception and opinion that the respondents have of Sharing Economy, as it is possible to assume that in rural areas there could be less opportunities to experience platforms or initiatives of Sharing Economy.



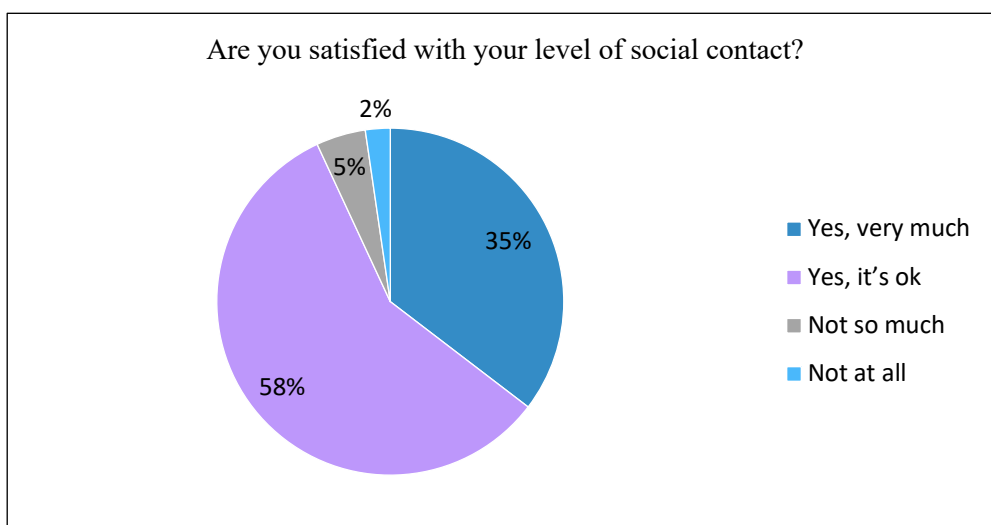
## 1.5. Social contact

An important point in the SHES survey is the social contacts. The survey focus both on the categories of people with whom the respondents maintain social contacts and also on their satisfaction.

The samples from all countries demonstrated similar characteristics, with the totality or the vast majority of people maintaining social contacts with family and friends, a good degree of contact with neighbours and former colleagues, to end with a smaller portions of the samples maintaining contact with health professionals, house employees and shop-keepers. This last three categories might have direct connection with the age and the number of people in the household, but it is due to notice that, somehow, the numbers could also be influenced by the recent COVID-19 pandemics, particularly with regard to health professionals.



Similar results were obtained relatively to the level of satisfaction that the respondents maintain regarding their social contact: 93% of participants were either fully satisfied or somewhat satisfied with their social life, and only 7% of the respondents had negative views. Even though this figure seems quite straightforward, it would be interesting to know whether participants accounted both for face-to-face interaction and online/digital interactions.

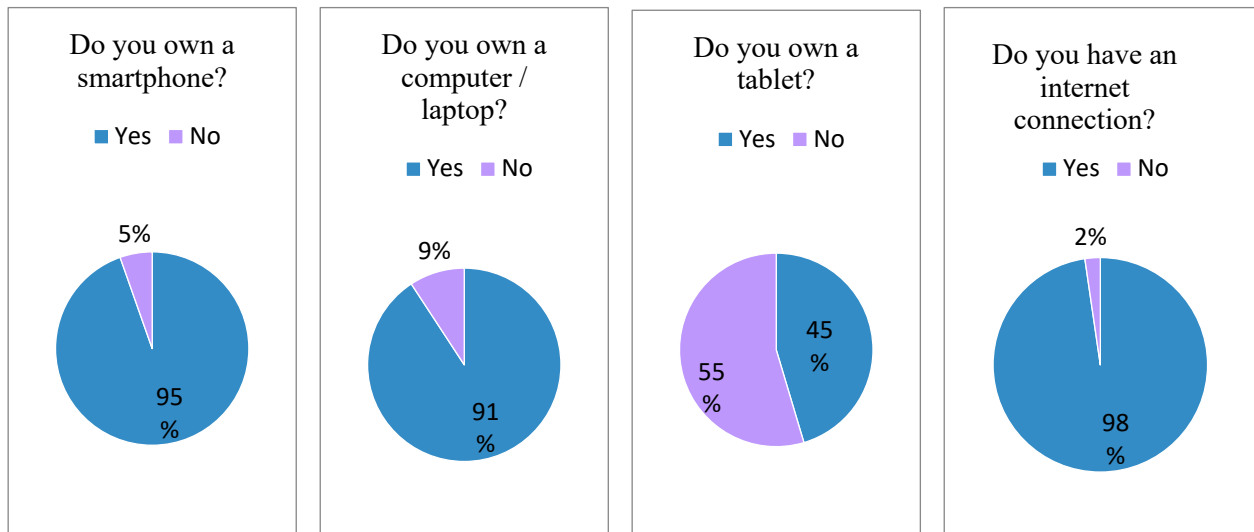




## 1.6. Technological devices

Finally, the demographic part of the survey enquired about the level of digitalisation of the respondents by asking whether they possess a smartphone, a tablet, a laptop/pc and an internet connection at home. Again, the answers collected were very coherent and similar across all the countries that were object of the study, therefore it was decided to showcase the aggregate results without breaking down the data per each country.

With the exception of the tablet, it appears that the citizens who took part in the survey are all well integrated with digitalisation and the use of Information Technologies.



## 2. Osgood Semantic Differential

The Osgood Semantic Differential is a tool that allow us to detect each respondent’s perception of an object, concept or phenomenon on the basis of a series of dichotomies that express rather positive or negative ideas that will be associated to the object of the research. Each respondent will assign a numeric value, on a scale from 1 to 7, according to whether they feel more inclined towards one opposite of the dichotomy or the other. This will eventually produce the emotional portrait of each person’s inclination toward the topic, in this case Sharing Economy, and by the aggregation of the multiple responses it will therefore provide us with a rather accurate rendition of the common perception of the issue among the population interviewed during this survey.

For the purpose of representation, it was decided to aggregate all countries results and represent the total of responses through bar-charts that illustrate the general tendency of the respondents’ opinion with respect to each dichotomy.

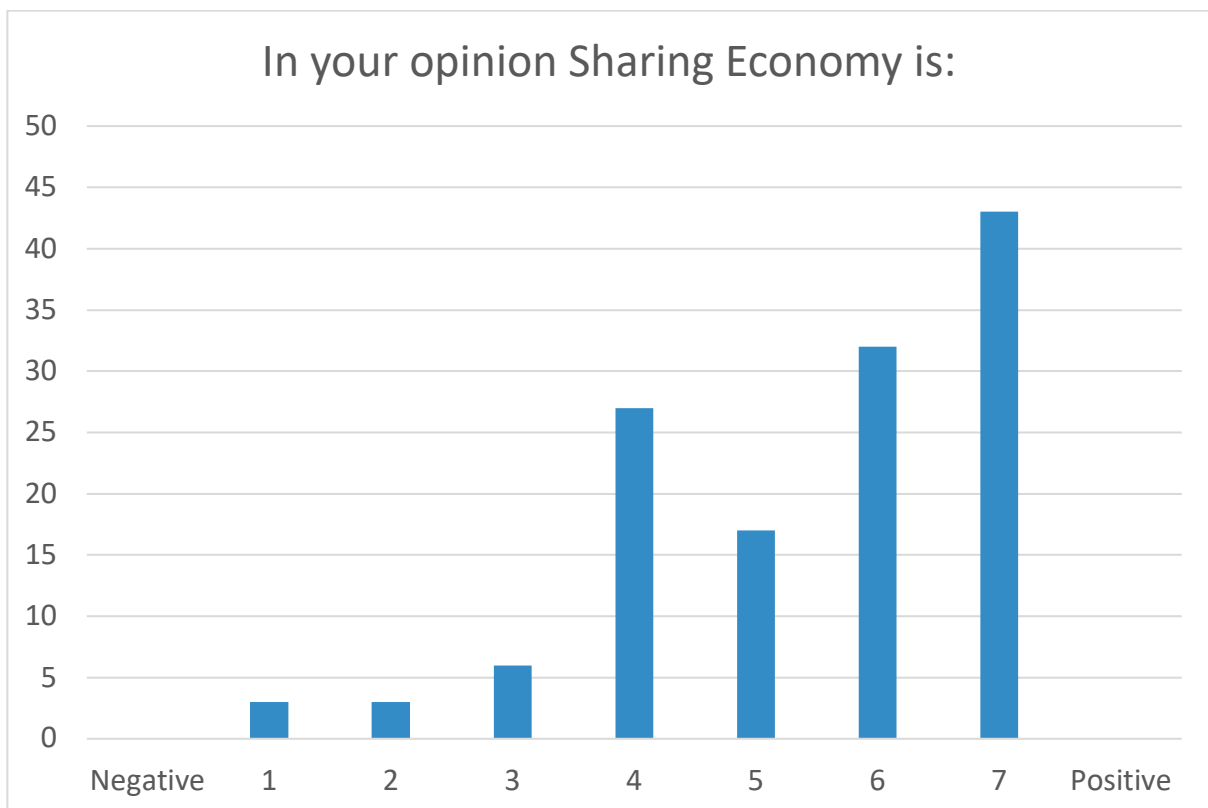


Figure 1 - Osgood Semantic Differential (Chart 1)

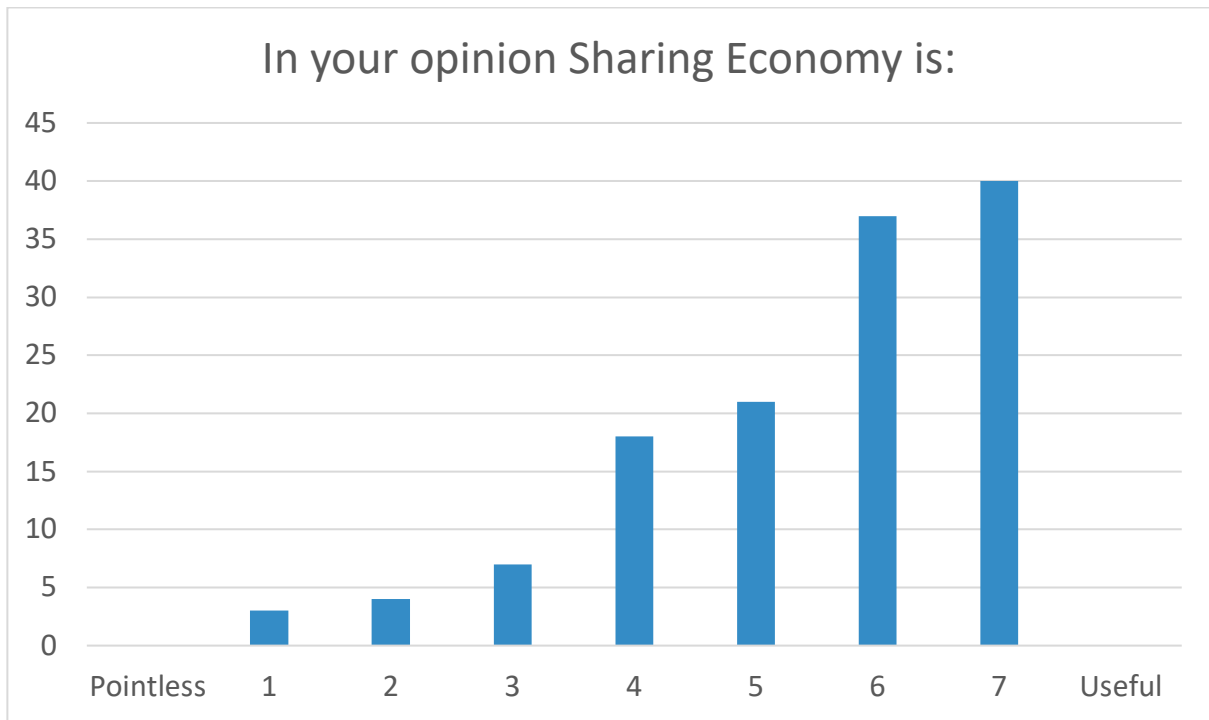


Figure 2 - Osgood Semantic Differential (Chart 2)

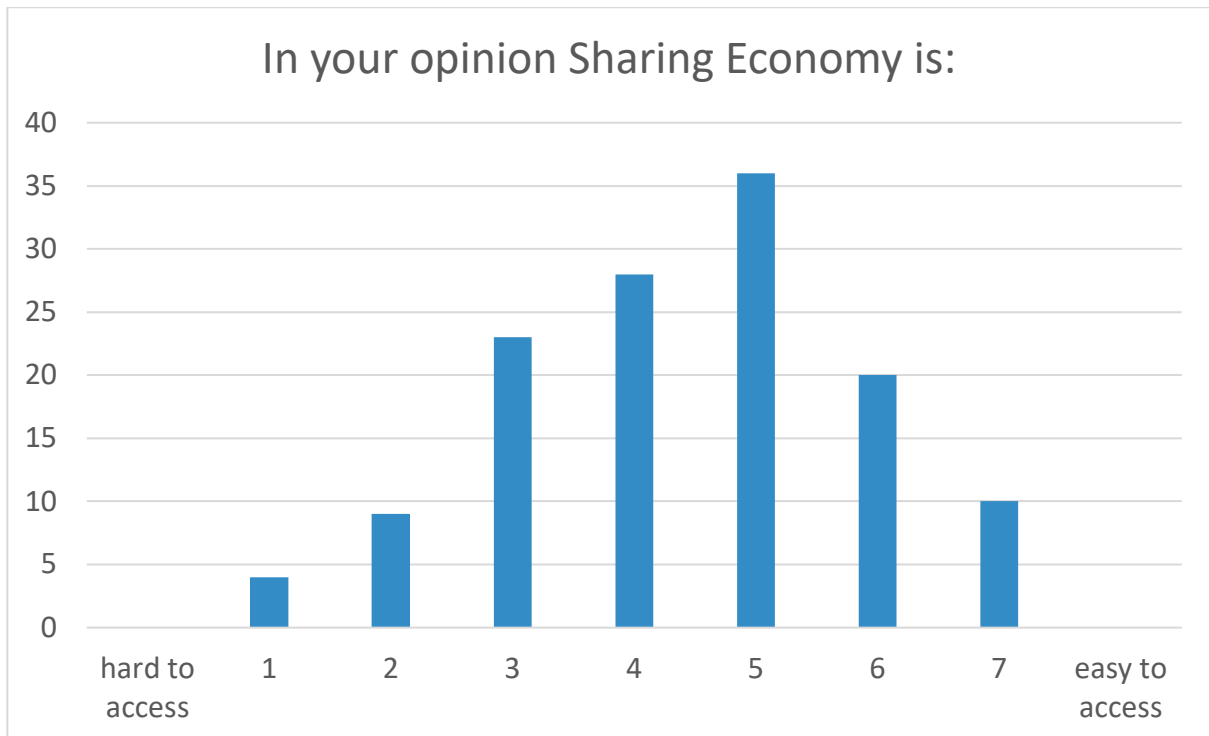


Figure 3 - Osgood Semantic Differential (Chart 3)

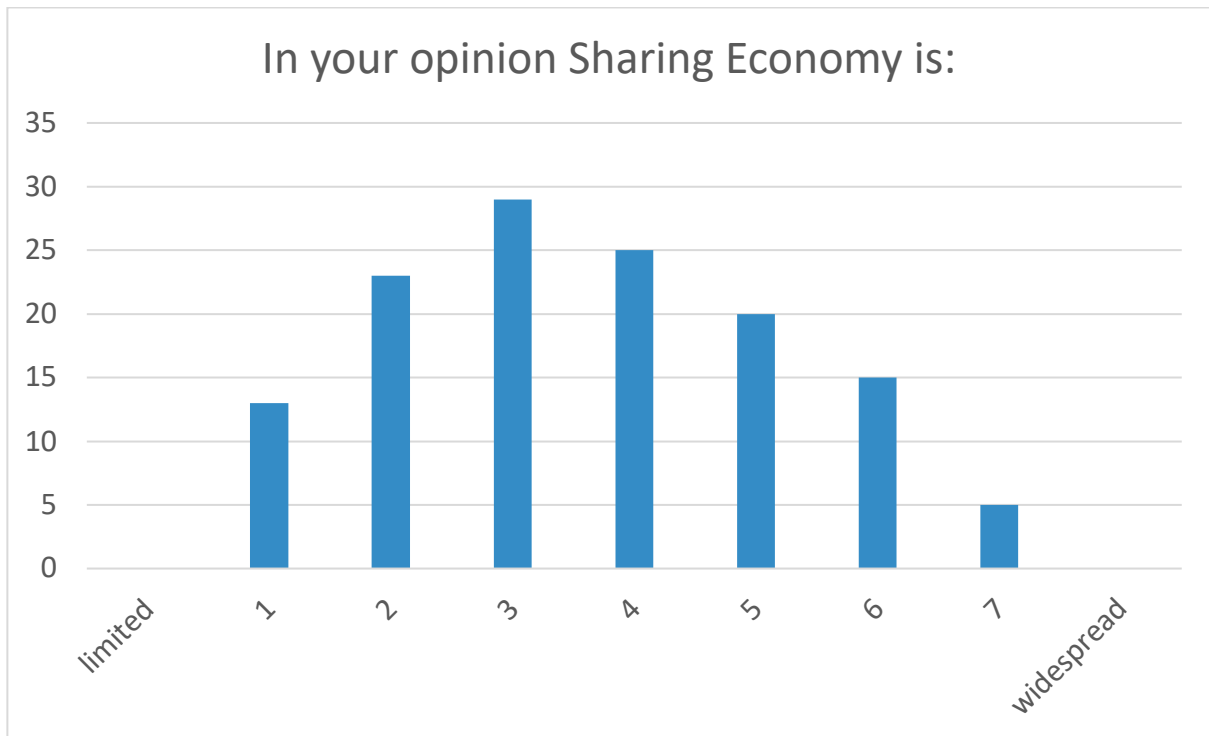


Figure 4 - Osgood Semantic Differential (Chart 4)

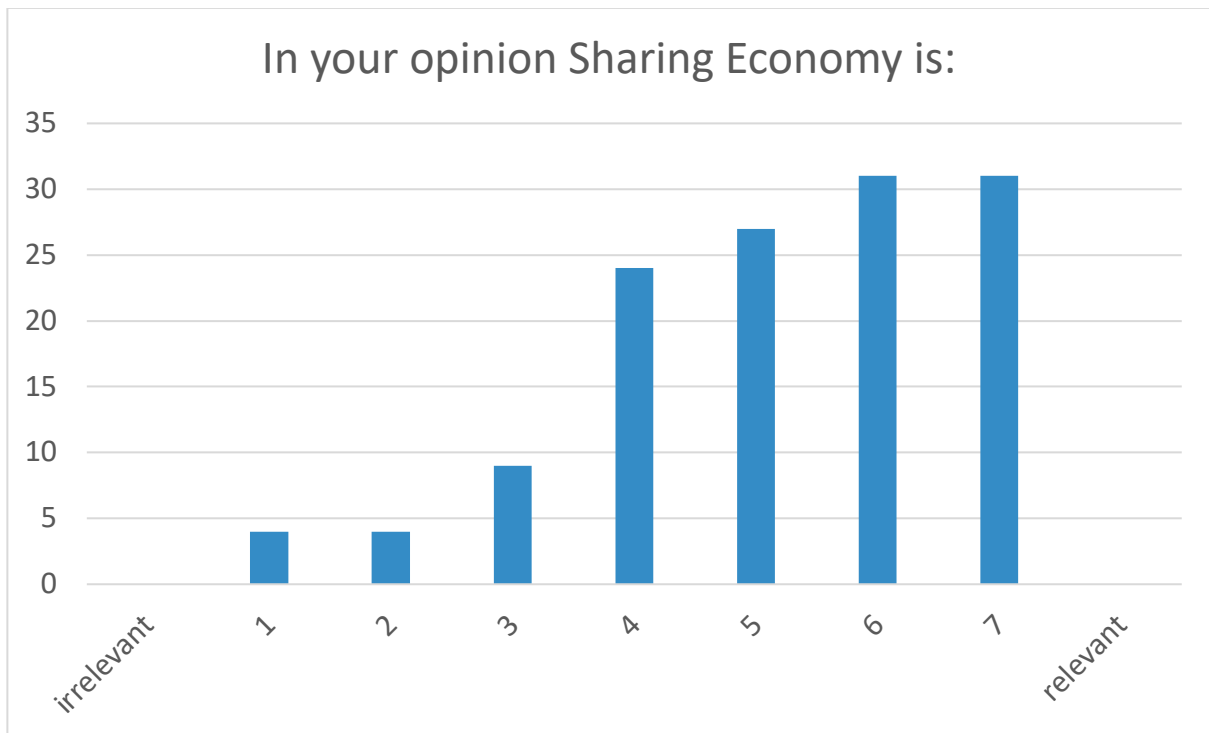


Figure 5 - Osgood Semantic Differential (Chart 5)

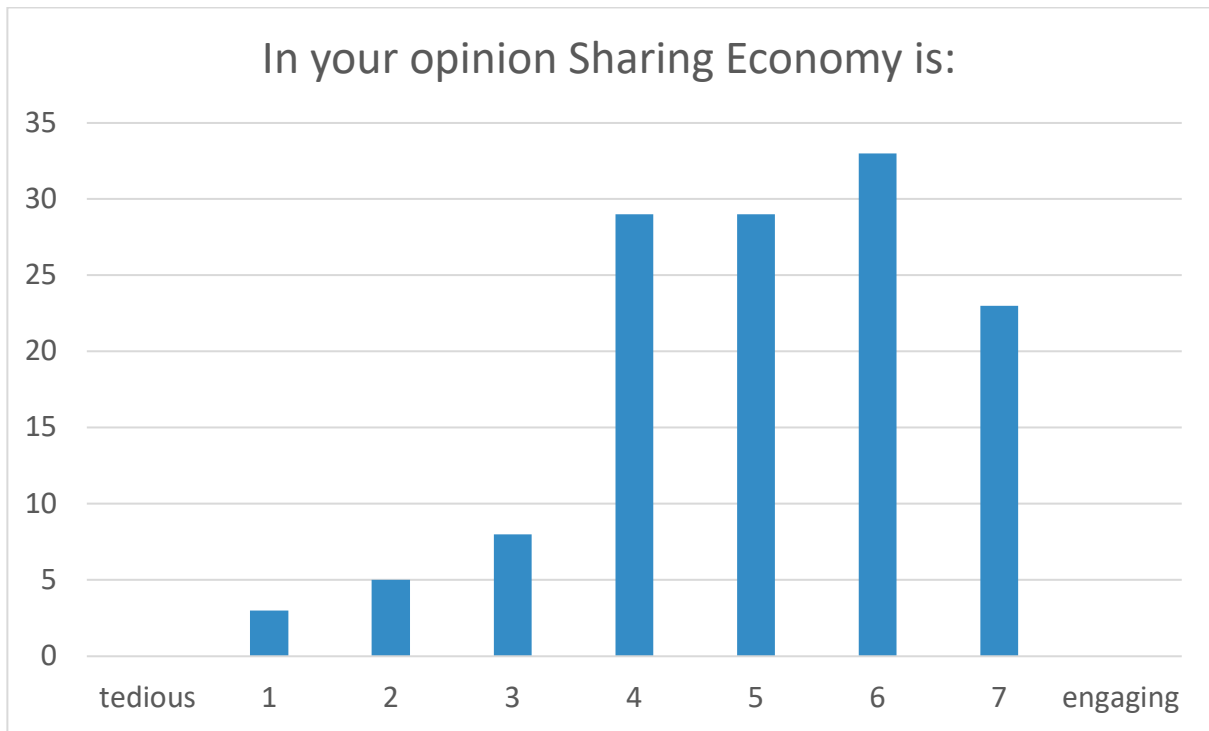


Figure 6 - Osgood Semantic Differential (Chart 6)

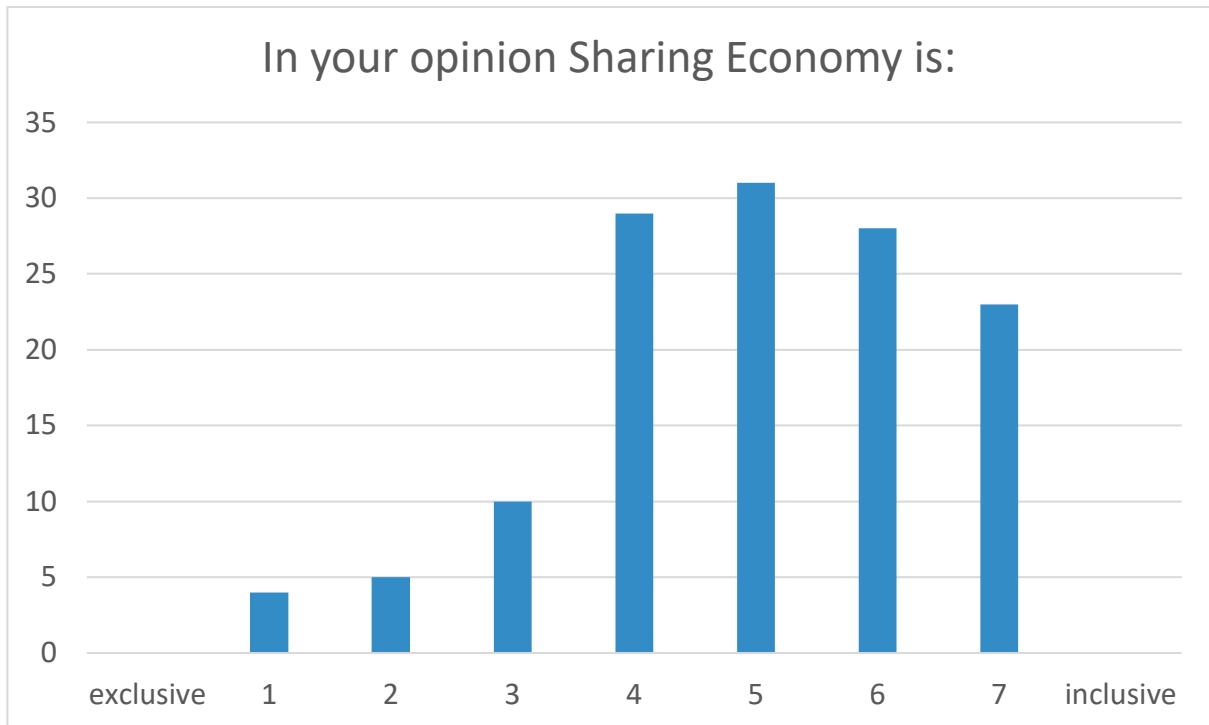


Figure 7 - Osgood Semantic Differential (Chart 7)

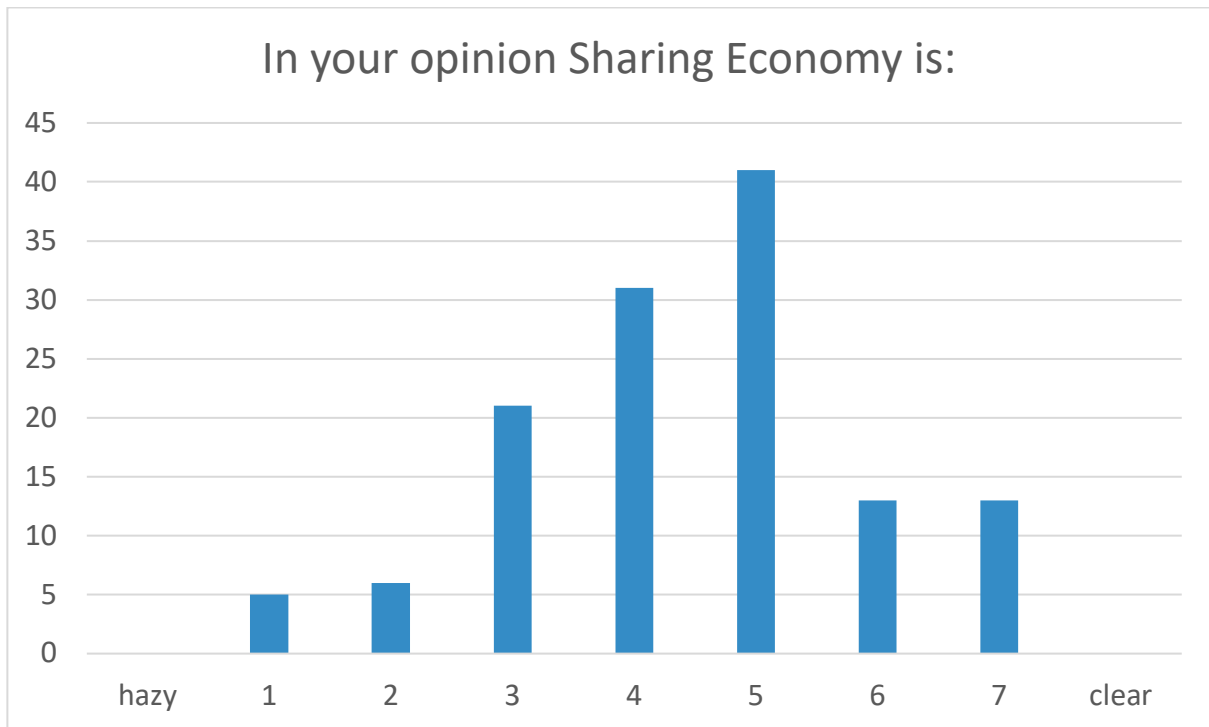


Figure 8 - Osgood Semantic Differential (Chart 8)

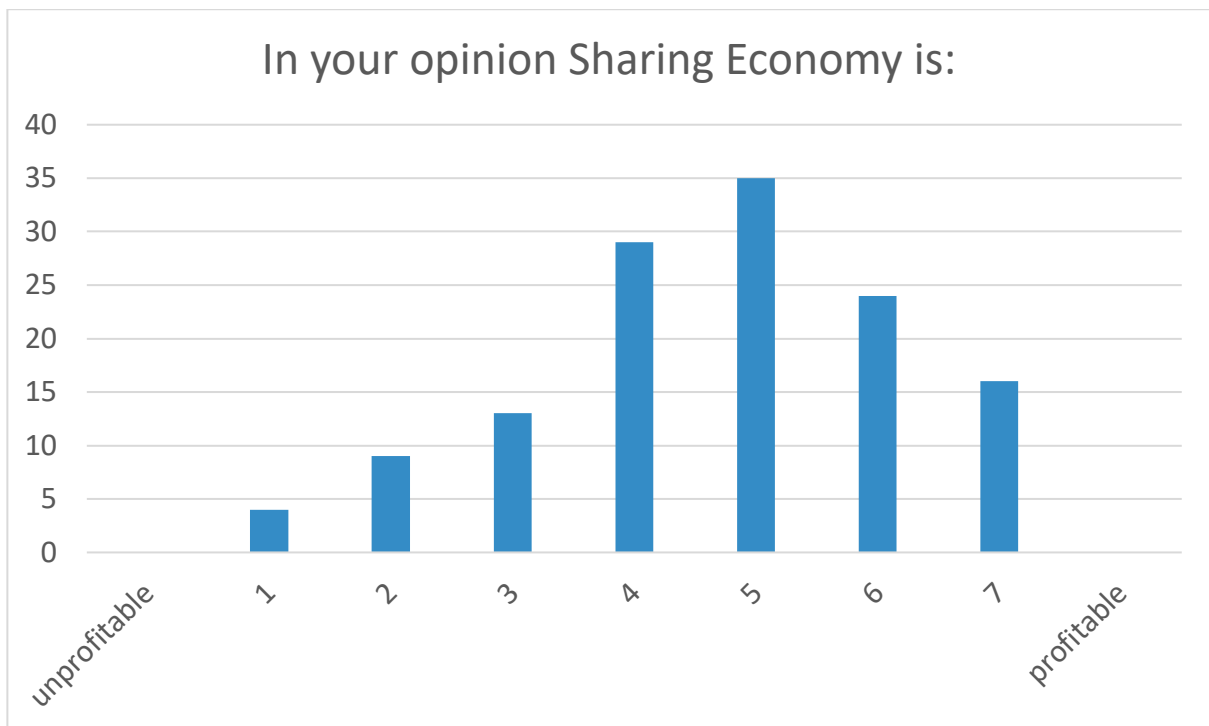


Figure 9 - Osgood Semantic Differential (Chart 9)

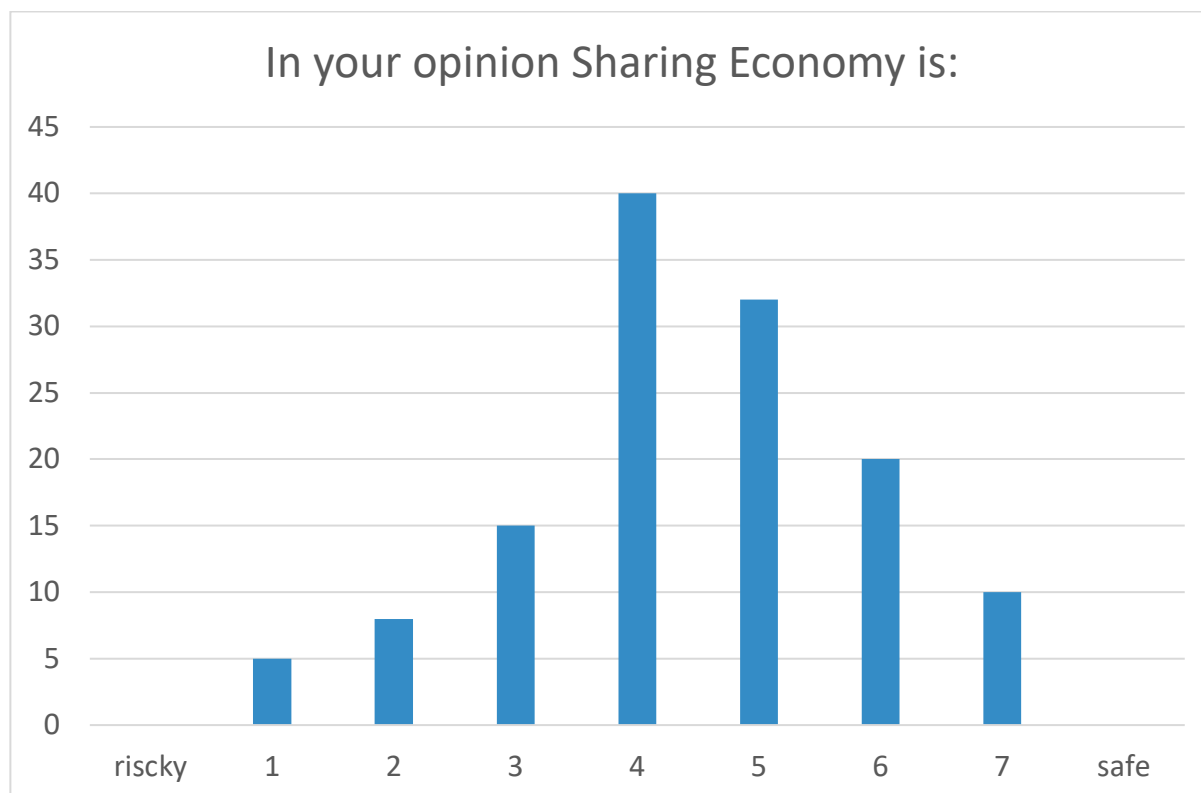


Figure 10 - Osgood Semantic Differential (Chart 10)

Charts n° 1, 2, 5, 6 and 7 highlight a marked positive view and comprehension of Sharing Economy. The respondents recognise it is a useful tool that can have a strong impact on their lives and on society in general. They do not feel Sharing Economy is a tedious dynamic and therefore it can be very inclusive to all generations of people.

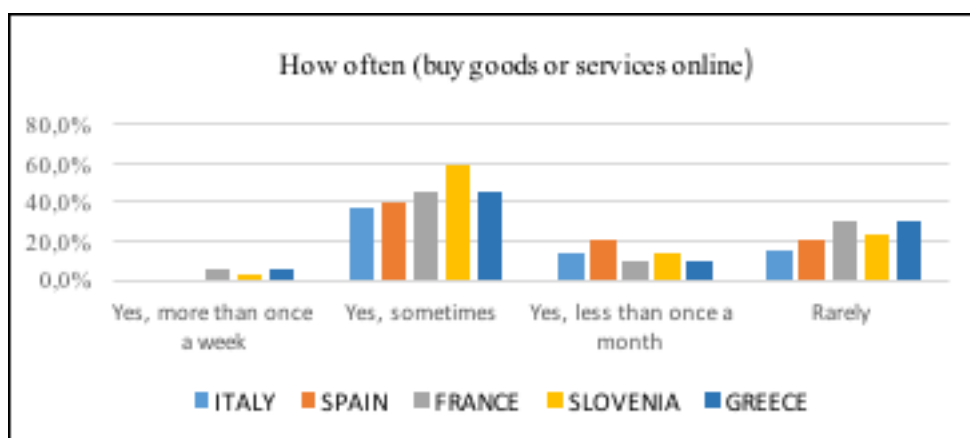
Opinions regarding its safety, profitability, clarity, accessibility and dissemination (charts n° 3, 4, 8, 9 and 10) are somewhat more cautious and tepid. This proves a latent lack of trust in technologies by some respondents or the inability to fully understand technologies themselves and Sharing Economy. There probably is a connection between the amount of exposure to Sharing Economy experiences and the trust and knowledge of Sharing Economy platforms or dynamics.

### 3. Questionnaire

#### 3.1. Use of the internet and of online services

The following two graphs point out how often do participants buy goods and services online. Surprisingly, the vast majority of respondents declared that they do conclude economic transactions on the internet – the gap between those who do and those who do not is slimmer only in the Italian sample (36,8% do not buy goods and services online).

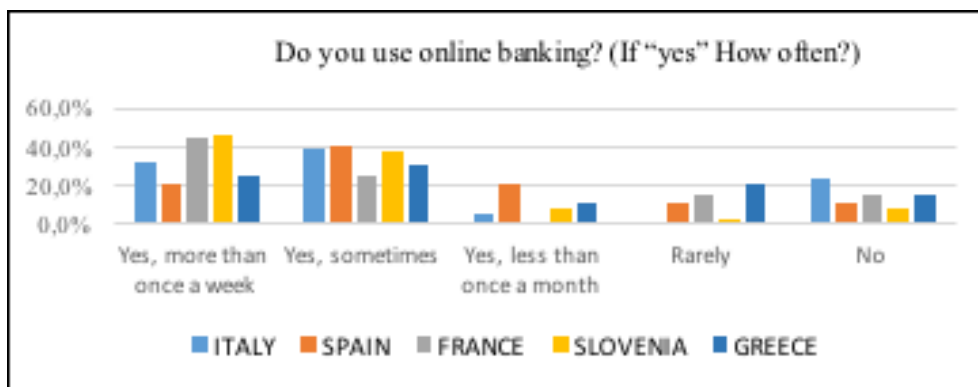
Among those who do buy things on the internet, though, the majority states that they buy it quite regularly, although not very often.



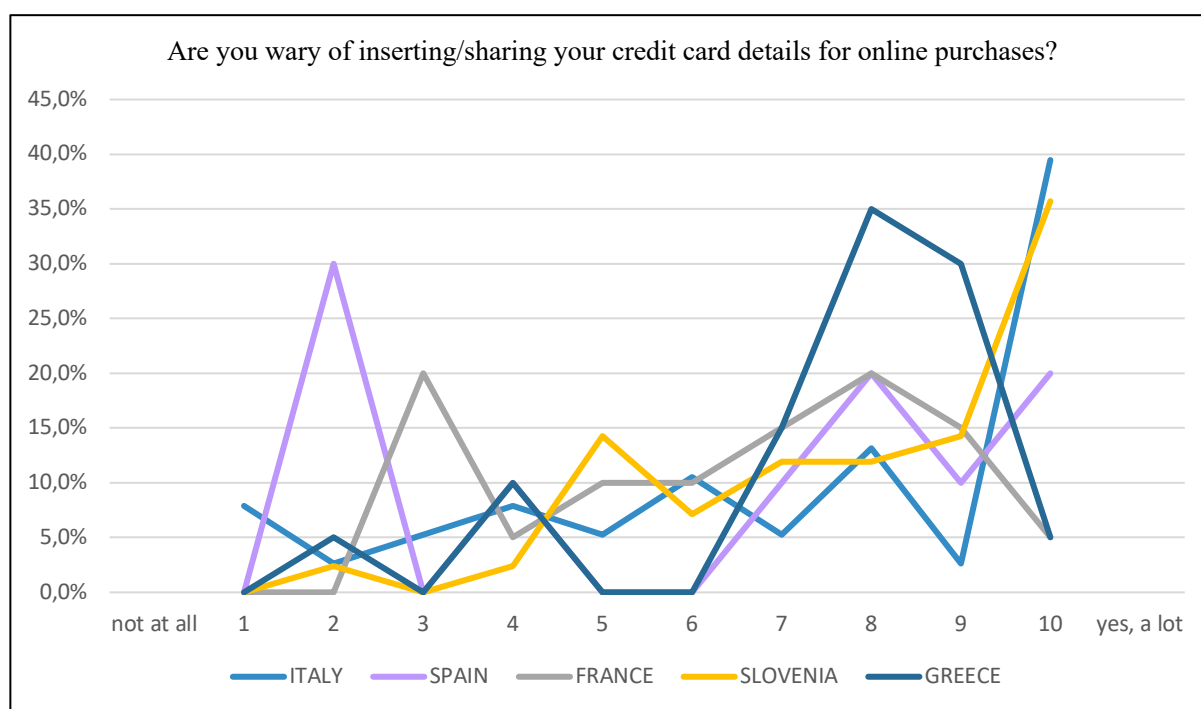
When it comes to using online banking, instead, all samples perform very well stating that they use it at least once a week or more than once a month (55% Greece, 60% Spain, 70%



Italy and France, 83,3% Slovenia). Only about 1 in 4 Italians, 1 in 6 French and Greek and 1 in 10 Slovenians and Spanish state they never use online banking.



Even though the participants demonstrate a good familiarity with the internet and the services that are available and can possibly be enjoyed online, they remain vary wary and cautious about inserting their personal and credit card details online. In the chart below it is possible to observe how every curve presents a steep peak towards the end of the range (values 9 or 10). The only exception seems to be the line representing France, which has a rather even distribution along the spectrum. On a first analysis, this could depend on the degree of accessibility to Sharing Economy platforms in France which might have reached a state of maturity, especially in bigger cities.

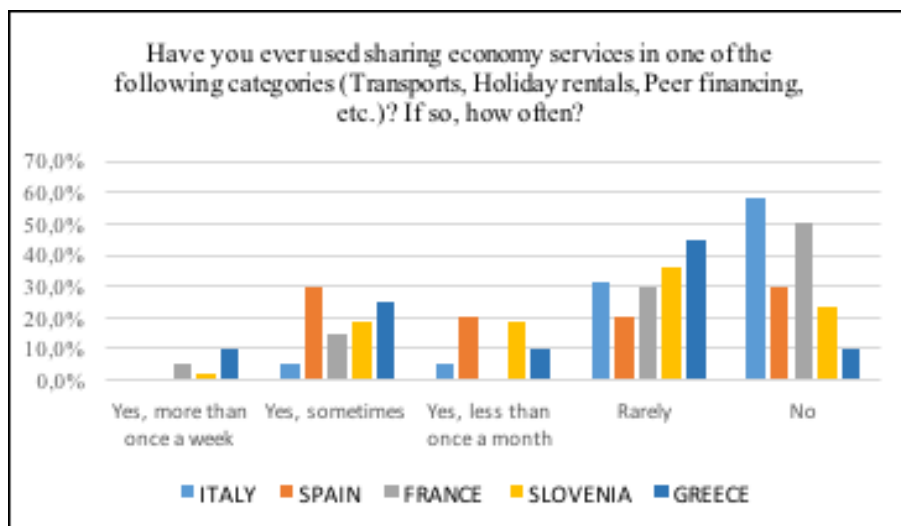


Once established how often do participants buy goods or services online, it seemed appropriate to check if and how often do they still purchase any goods in local shops and supermarkets, therefore employing physical activity and face-to-face interaction. The results have been quite harmonised with some differences that could be imputable to the size and composition of households, profession, size of the town/city of residence and other cultural factors.



### 3.2. Use of Sharing Economy

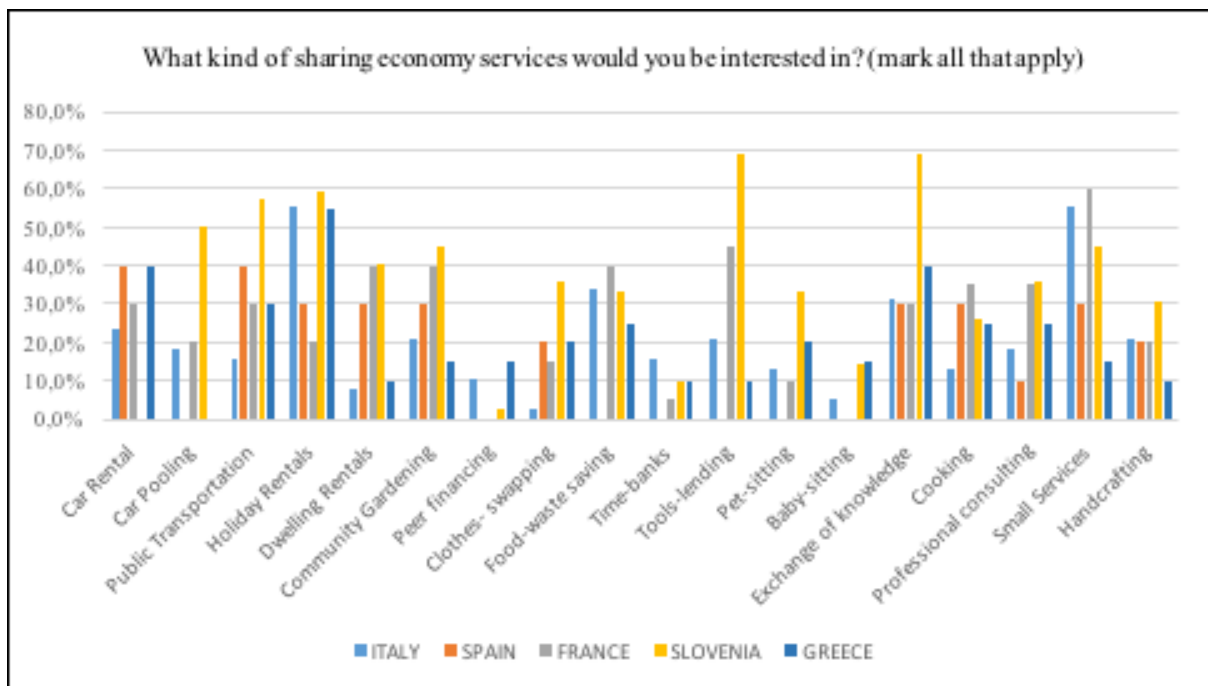
When asked about their use of Sharing Economy, though, the replies of participants sensibly shifted towards the right side of the spectrum with “No” and “Rarely” being the most common answers in all samples. Very few respondents (2,4% Slovenia, 5% France and 10% Greece) stated that they often use Sharing Economy services more than once a month, while 50% of Spanish respondents (which constitute the smallest sample, with only 10 participants) declared that they use Sharing Economy services “sometimes” or “less than once a month”.



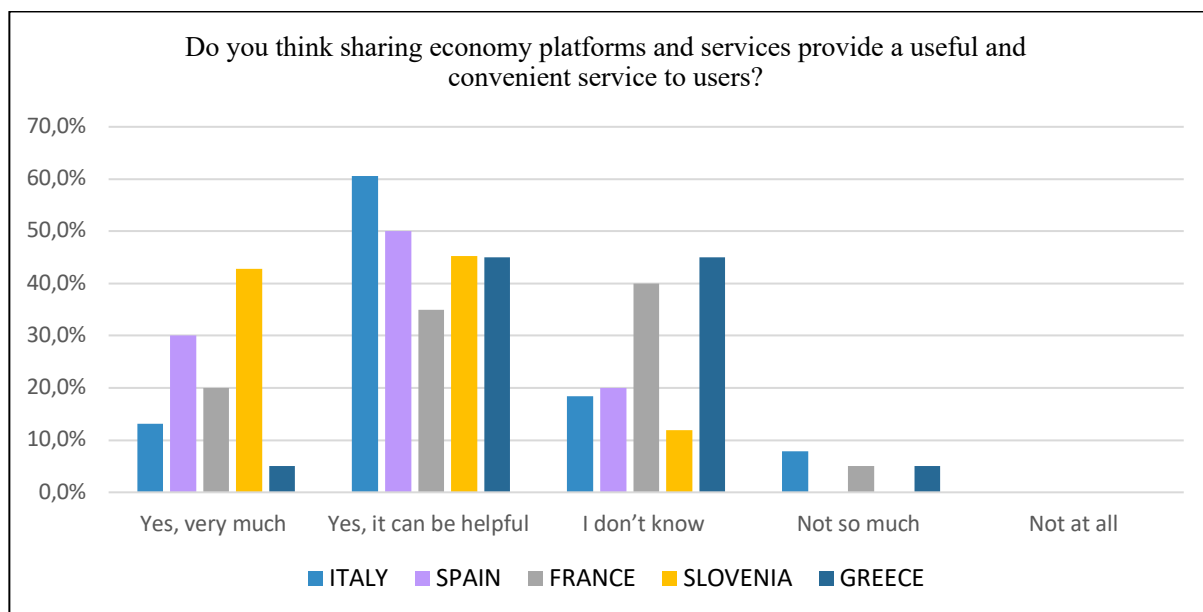
Nevertheless, the respondents of all samples stated they are interested in a number of categories in which it is possible to group examples of Sharing Economy platforms. The only three categories that scored quite badly were “peer financing” (which is quite regularly used by younger generations), “time banks” (possibly one of the first forms of Sharing Economy) and “baby-sitting”.

An issue arose with a possible misunderstanding on the terms “car rental” and “car-pooling”, since Slovenian, Greek and Spanish respondents opted for only one of the two as if they were synonyms. Possibly this is due to mismatching translations or other issue related to language.

Some other figures would be worth further examination that requires a wider inquiry or deeper knowledge of the specific national contexts. One such example could be the high rating that Slovenian respondents applied to the category “tools-lending” which could perhaps be motivated with the amount of people living in rural areas, although the majority of the participants in this sample declared to be living in a big city and therefore it is not possible to know what condition might have influenced this figure.



Despite the scarce usage of Sharing Economy platforms that the participants declared, they seem to be convinced about the usefulness and convenience of the services that they may provide.

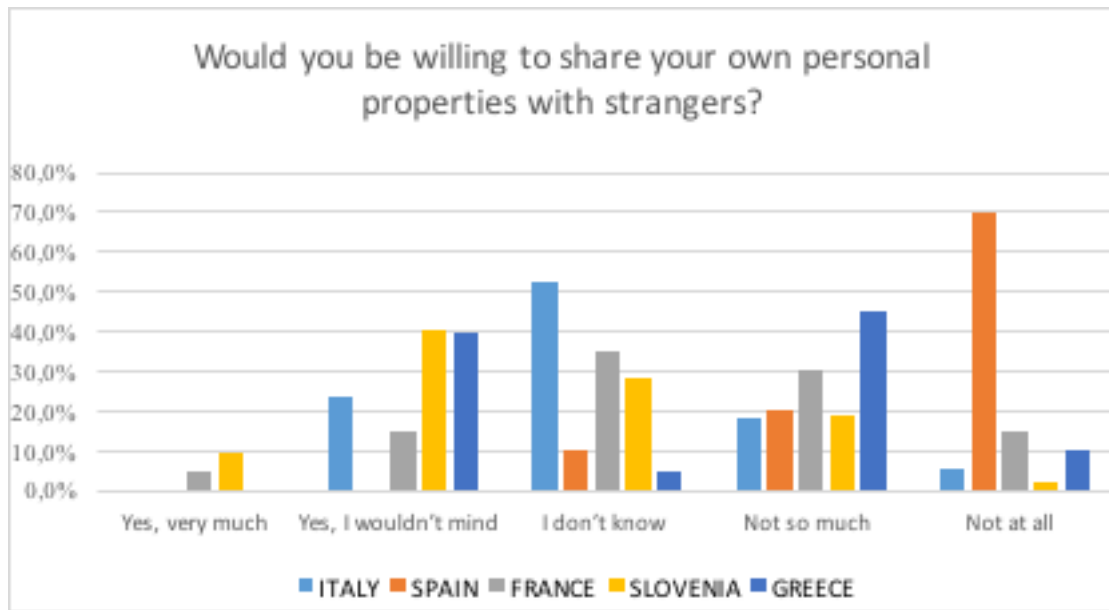


### 3.3. To share or not to share

As part of the questionnaire that speaks directly to the personal opinion of Sharing Economy that each respondent has, based on their own perception or experiences, it was decided to ask how do they feel concerning the idea of sharing personal possession (whether physical or immaterial) with others and attaching an economic value to them.

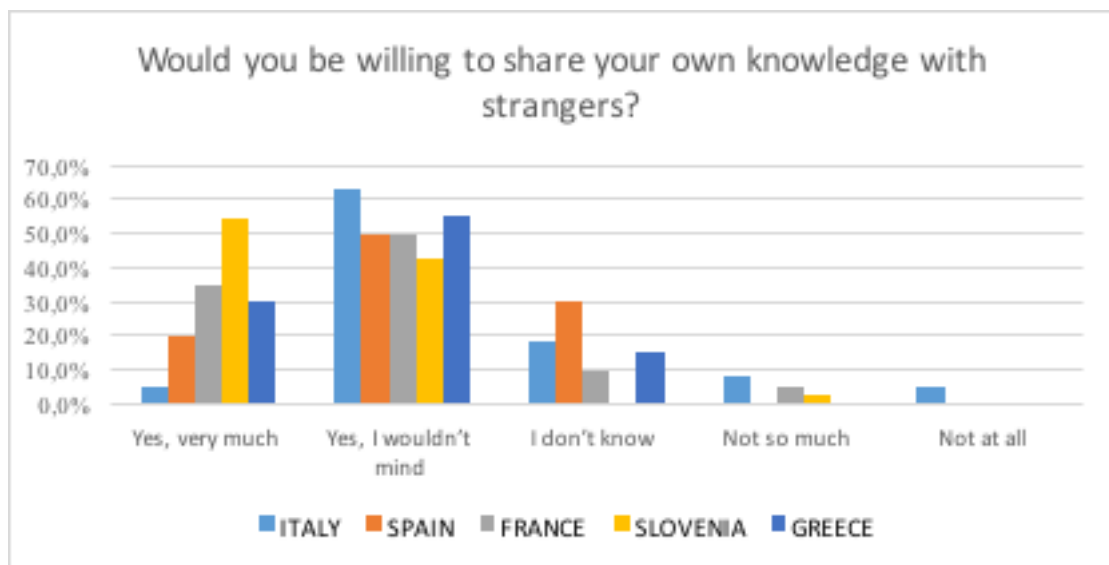
Most of the results obtained from the different questions that were posed once again pointed to a good degree of homogeneity across the different countries, with some data that stand out now and then.

Quite predictably, the general view with respect to sharing one's property with strangers (in terms of material property) received a rather cold feedback from respondents with the majority of them either unsure or somewhat not willing to share. The only exception is presented by the Slovenian sample where 50% of respondents are either very willing or rather willing to share their personal property and only 21,4% unwilling to do so. There are no sufficient elements to provide a convincing explanation for this but possibly the level of education attained, as well as historical-political reasons could apply, as well as income – something that was not enquired about in this survey.

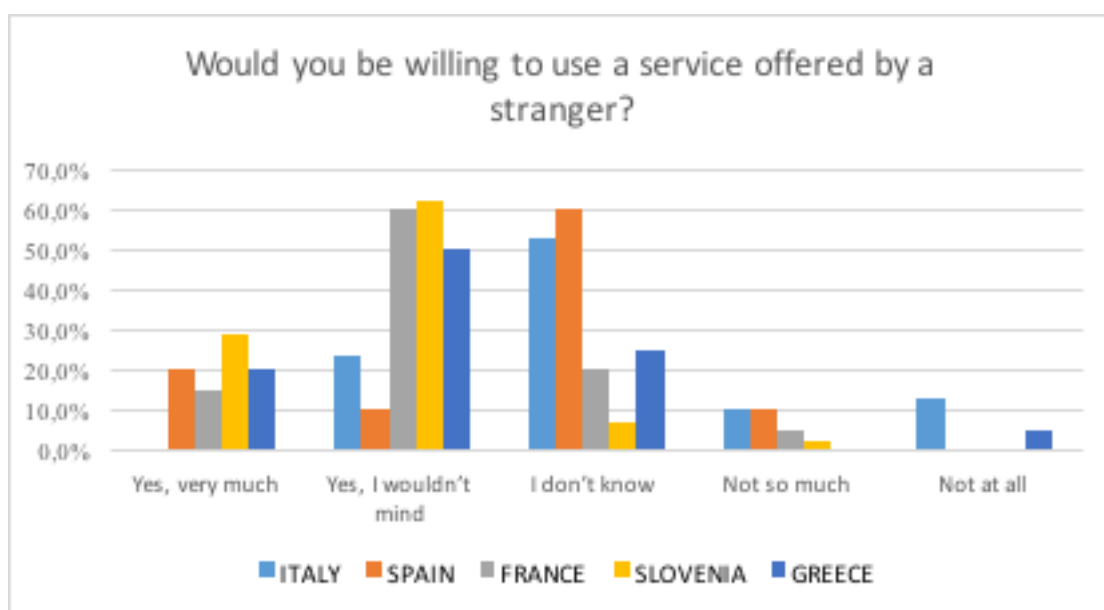


When asked whether they would be willing to share their own personal knowledge (that is, immaterial, intellectual property), instead, the views were almost unanimously positive with as little as 7 people out of 130 not willing to do so. This figure might on one hand be self explanatory although, on the other, this group constitutes around 13% of the Italian sample and it would be interesting to know what are the reason on which this position relies.

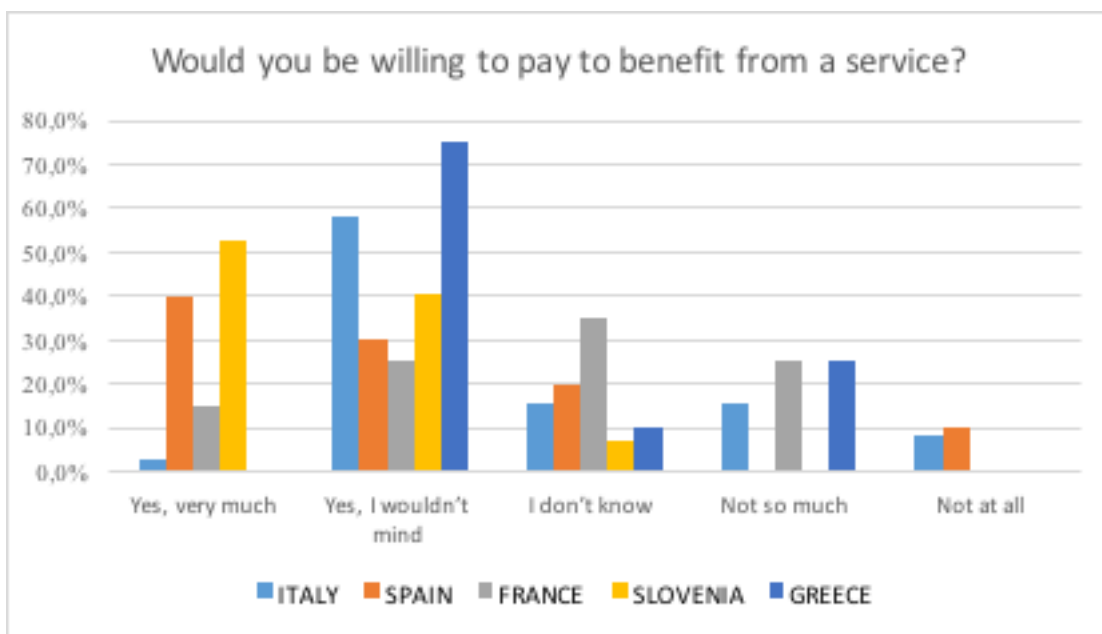
It is encouraging to see, though, the change of attitude that older citizens display when asked about sharing their own experience and knowledge with others.



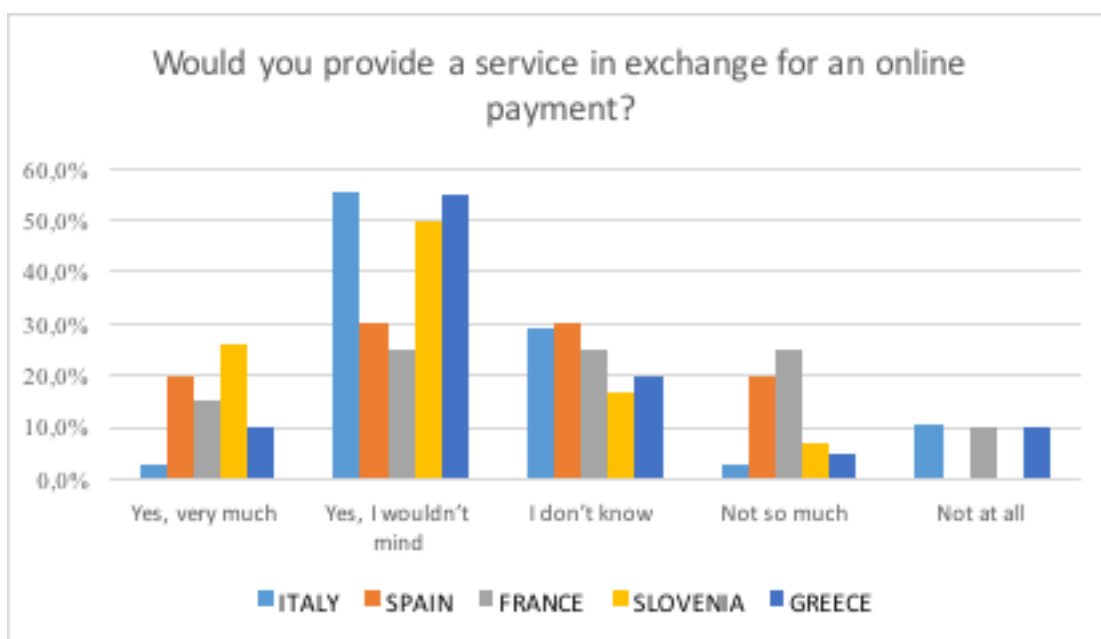
Less enthusiasm, although still within a positive trend, was shown with regards to the idea of using a service offered by a stranger, with the respondent therefore being on the other end of the equation, not providing but receiving a service. The degree of uncertainty (neither willing nor unwilling) increases, particularly for Spanish and Italian respondents, while French, Slovenian and Greek respondents are rather willing to use services provided by strangers. Once again Italian respondents demonstrate to be the most suspicious about Sharing Economy, with more than 23% unwilling to use it even on the receiving end.



Interestingly, the respondents of all countries, except from France, declared they would be well-disposed to using a service if they had to pay for it, as if the economical transaction acted as a form of guarantee. This shift was most evident in the Italian sample (around 60% willing to pay for a service), but presents very good performances for Greek (75%), Slovenian (92,7%) and Spain (70%). The figure that stands out, instead, is the fact that French respondents seem somewhat less inclined to pay for a service (60% either unsure or unwilling to pay). This could possibly be explained with a more mature market of Sharing Economy or possibly with the context of social and collaborative measures currently employed by the French state or by the French civil society.



Similar figures have been obtained when the participants were asked to say whether they would be willing to receive a payment in exchange for the provision of a service. Nevertheless, the number of the undecided slightly increased while the number of the “very willing” declined. These data provide an interesting ground for reasoning, as one could expect the respondents to be even more inclined to the possibility of receiving money. One way to interpret this figure could be to imagine a certain unease of the respondents in providing services that they never have provided before within an economical transaction.



Overall, it is possible to draw some conclusions with respect to the respondents' opinion on Sharing Economy: they generally have a quite positive perception of it and, as illustrated in the following chart, consider Sharing Economy platforms to be a good opportunity to access goods and services that they would otherwise find difficult to enjoy (the only relevant negative figure being 1 French out of 3 being pessimistic about it).

It is possible to point out, though, that older citizens seem less inclined to sharing their personal material properties; they would much rather put their experience, knowledge and intellectual property at the disposal of other people; they see exchanges and transaction grounded on an economic bases as more secure and ordinary.



### 3.4. Characteristics of the Sharing Economy

The participants in the survey were asked to rate as “positive” or “negative” a number of words expressing potential features of Sharing Economy. These words were presented with a neutral connotation in order for the respondents to apply the meaning they found most suitable. Although some words might sometimes inherently contain a positive/negative connotation, this might not be the case once they pass through the translation process.

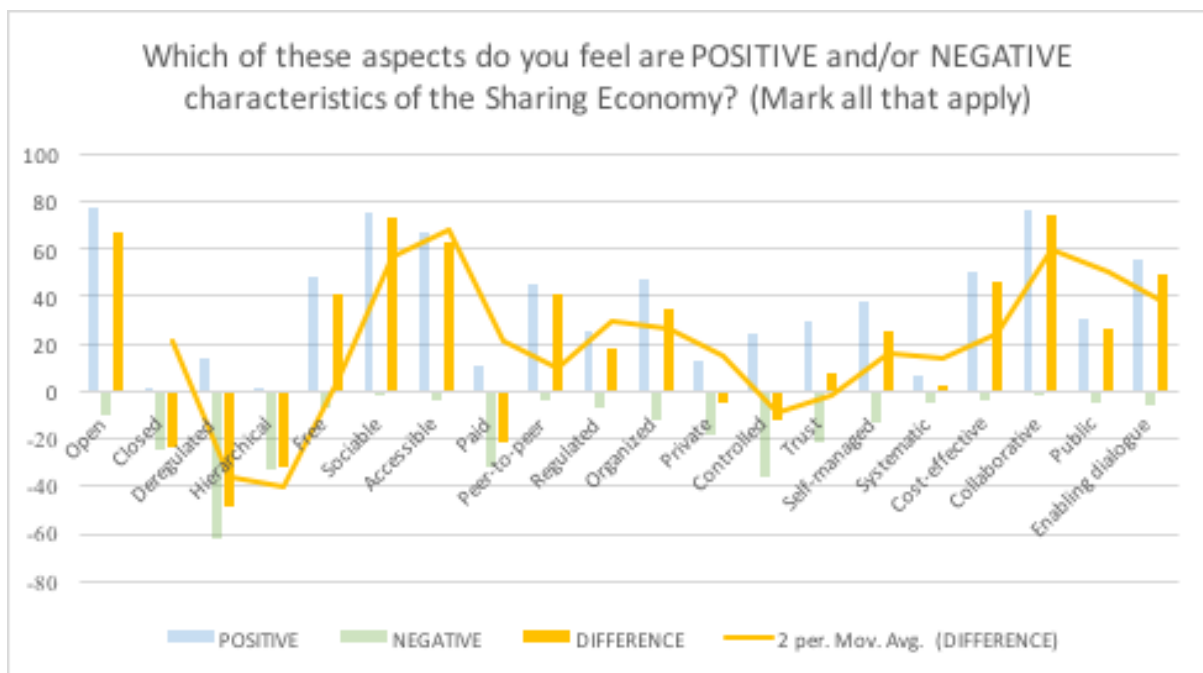


In the showcase of results, it was decided to display the difference between positive and negative responses, as each word was interpreted either way by some respondents – this goes to show that what is positive for some might be negative for others.

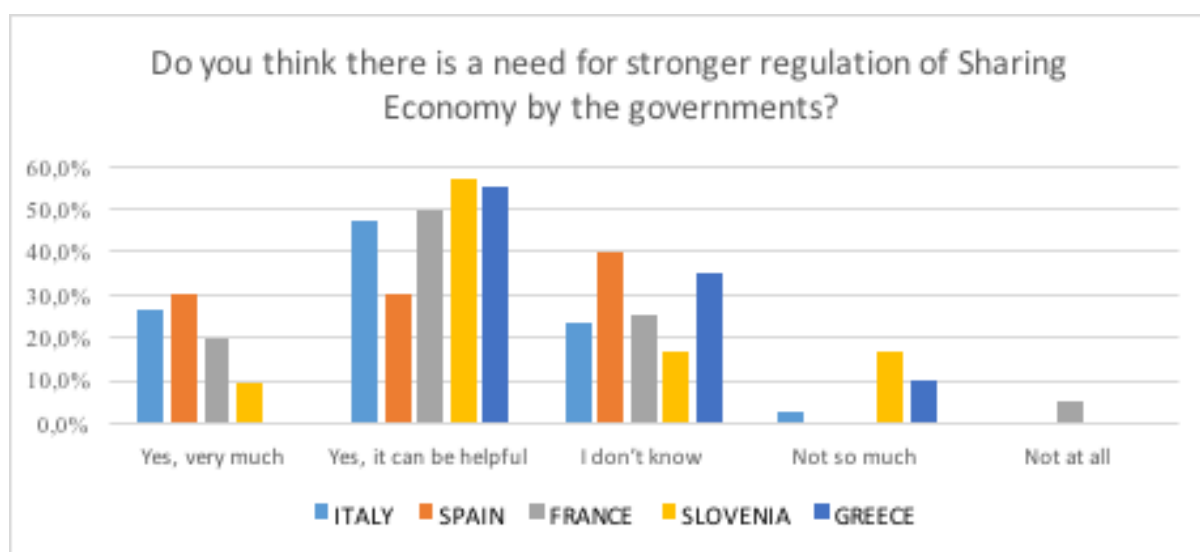
Overall the first characteristic that stands out is the fact that only a few words are regarded as a negative aspect associated to Sharing Economy. Most of these words are related to its possibility of being a “closed”, “hierarchical”, “controlled” and “deregulated” environment, besides being something that requires payment (although this last data seems to contradict what previously found).

What appears to be very clear, though, is that the participants appreciate Sharing Economy being “open”, “sociable” and “accessible”, “collaborative”, “Cost-effective” and that it enables dialogue among users. This gives a very detailed portrait of what Sharing Economy is and what are the benefits that one can gain from it.

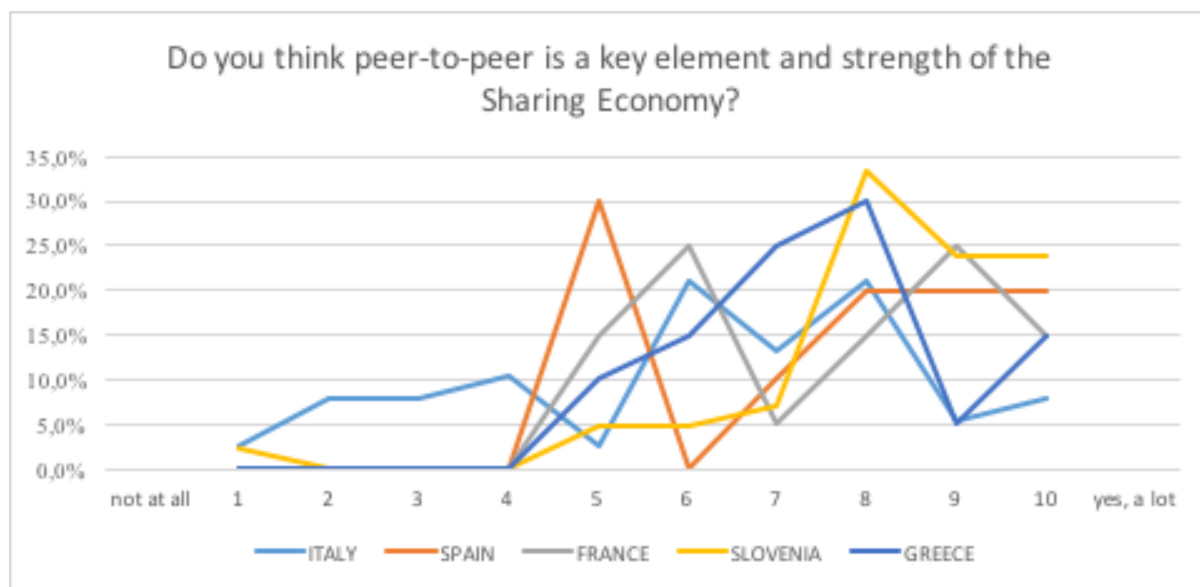
The level of equality among users and the eventual gratuitousness of Sharing Economy platforms were also rated as quite positive characteristics, while the features related to its organisational (“self-managed”, “systematic”, “organised”, “regulated”) model received a mild positive rating.



The words that received a negative and a mild positive rating somehow point out to a possible confusion over how do Sharing Economy works – or the range of possible ways in which platforms could work. The following chart shows a general tendency of respondents to believe that governments should try to regulate Sharing Economy (“deregulated” was indeed the most negatively rated word in the previous question). This figure could be interpreted with a lack of guarantees in the Sharing Economy sector in the view of older people – indeed, the act of sharing and exchanging property and knowledge was also seen as more trustworthy when occurring within the boundaries of an economical transaction.



One of the defining qualities of Sharing Economy is the fact that it could be entirely managed through peer-to-peer relations between its users. This seems to generate a diversity of views among the respondents in the 5 different countries. The chart below shows that there is no common and homogeneous trend in the lines representing the responses of each sample, although there is clearly a tendency to answer positively to the question that was posed (the answers rating 5 or below are much less than the ones rating 6 or above).



Finally, concerning other kinds of possible advantages (besides the economic aspect) that Sharing Economy may provide, the respondents appear to recognise that it can have many other positive effects on their lives. The most enthusiastic, once again, appear to be Slovenian respondents, who rate 8 categories out of 12 higher than 40% (only 3 for Italy, 2 for Spain, 4 for France and 5 for Greece).

On a cross-country analysis it is possible to notice though that there are some categories that score a good result in all samples, such as “social”, “community”, “sustainability” and “developmental”.

Some other categories did not receive a widespread support, such as “legal” (only very few respondents backed this suggestion), “democratic” (with the exception of Slovenia – 42,9%) and Organisation (with the exception of Greece – 45%). It would be interesting to know which reasons brought Slovenians and Greek respondents to view these two aspects so differently from their other European counterparts, but the survey did not collect sufficient element for this degree of analysis. Spanish respondents were the only ones to indicate a strong support (60%) for the emotional advantage of using Sharing Economy platforms – this figure is at odds with the average result of the other countries, but it needs to be reminded that the Spanish sample is considerably smaller than the others and therefore any little change in real numbers bring a big difference in terms of percentage.

