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Flash Eurobarometer 438

Report

The use of collaborative platforms

Fieldwork
March 2016
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Survey requested by the European Commission,
Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
and co-ordinated by the Directorate-General for Communication

Flash Eurobarometer 438 – TNS Political & Social

Flash Eurobarometer 438

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(DG COMM "Strategy, Corporate Communication Actions and Eurobarometer" Unit)

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INTRODUCTION

Collaborative platforms are internet-based tools that enable transactions between people providing and using a service. They can be used for a wide range of services, from renting accommodation and car sharing to small household jobs. These platforms are part of the wider phenomenon of the so-called 'collaborative economy', which has the potential to provide opportunities for Europe to create growth, jobs and benefits for consumers. However, from a public policy perspective, there is a need to address obstacles and uncertainties that can hamper the growth of new business models[1].

For this reason, in the context of the Single Market strategy (SMS), the European Commission is currently assessing the regulatory framework in which collaborative platforms operate. The first step of this review has been a public consultation on platforms, online intermediaries, data, cloud computing, and the collaborative economy more generally, which ran from the 24th September 2015 to the 6th January 2016 and involved all the relevant stakeholders[2].

As part of this effort to better understand the role of collaborative platforms in the collaborative economy environment, this survey seeks to shed light on citizens' perceptions, attitudes and practices in relation to these internet-based tools.

The first chapter provides an overview of the European Union citizens' awareness and frequency of use of collaborative platforms. The second chapter focuses on the use of platforms to provide services in EU countries. Finally, the third chapter presents the EU citizens' views on the main advantages and disadvantages of collaborative platforms compared to traditional ways of buying and selling goods or services.

This survey was carried out by TNS Political & Social network in the 28 Member States of the European Union between the 15th and the 16th March 2016. Some 14,050 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)[3].

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[1] http://ec.europa.eu/growth/single-market/digital/index_en.htm
[2] https://ec.europa.eu/digital-single-market/en/news/public-consultation-regulatory-environment-platforms-online-intermediaries-data-and-cloud
[3] http://ec.europa.eu/public_opinion/index_en.htm

<u>Note:</u> In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

Belgium	BE	Latvia	LV
Czech Republic	CZ	Luxembourg	LU
Bulgaria	BG	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Greece	EL	Poland	PL
Spain	ES	Portugal	PT
France	FR	Romania	RO
Croatia	HR	Slovenia	SI
Ireland	IE	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY *	Sweden	SE
Lithuania	LT	United Kingdom	UK

* Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

We wish to thank the people throughout the European Union

who have given their time to take part in this survey.

Without their active participation, this study would not have been possible.

KEY FINDINGS

Awareness and frequency of use of collaborative platforms

- More than half of the respondents have heard of collaborative platforms (52%) and around two in ten respondents say that they have used them (17%).
- Younger and more highly educated respondents who live in more urban areas and who are self-employed or employees are much more likely than the average citizen to be aware of collaborative platforms (63%) and to have used the services of these platforms at least once (32%).

Using collaborative platforms as service providers

- Over a third of the respondents who have visited collaborative platforms say that they have provided services on these platforms (32%).
- Almost one in ten respondents who have visited collaborative platforms have provided services on these platforms once (9%), while almost one in five of these respondents offer services via this type of platforms occasionally - once every few months (18%). Finally, one in twenty say that they offer services via these platforms regularly - every month (5%).

Advantages and disadvantages of collaborative platforms for their users

- At least four in ten respondents (41%) who have heard of or have visited collaborative platforms say that more conveniently organized access to services is one of the main benefits of collaborative platforms for users.
- More than four in ten respondents who have heard of or have visited collaborative platforms say that not knowing who is responsible in the event of a problem is one of the main disadvantages for people using the services offered on collaborative platforms (41%).

I. AWARENESS AND FREQUENCY OF USE OF COLLABORATIVE PLATFORMS

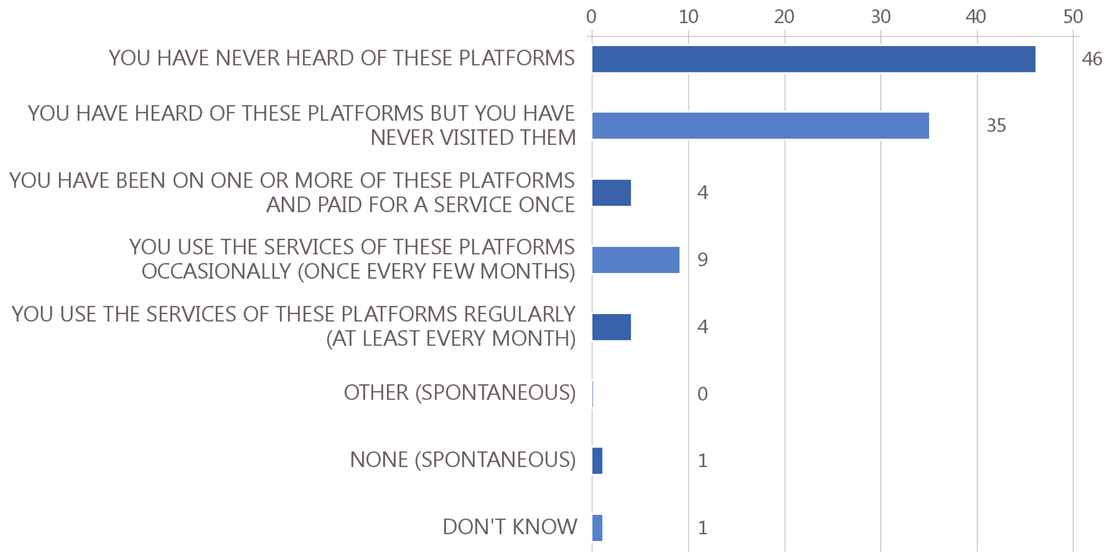
In this chapter, we address the question of awareness and frequency of use of collaborative platforms in EU countries. Respondents were asked if they had heard of collaborative platforms, and whether and how often they use these platforms[4].

A majority of respondents are aware of the services of the collaborative platforms

The majority of respondents (52%) are aware of the services offered by the collaborative economy and almost one in five respondents say that they have used these services (17%).

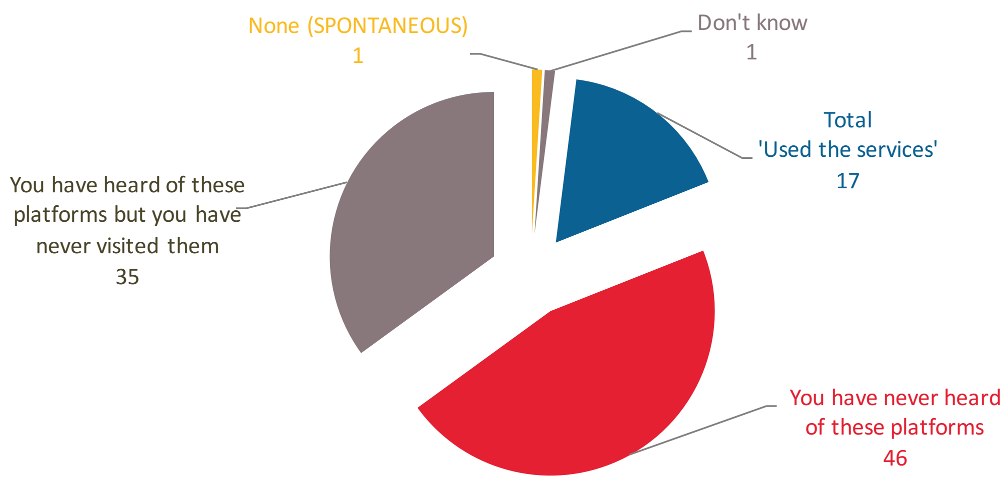
Less than half of respondents have never heard of collaborative platforms (46%) and over a third of respondents have heard of these platforms but have never visited them (35%). Almost one in twenty respondents say that they **have been on one or more of these platforms and paid for a service once** (4%). Almost one in ten respondents say that they **use the services of these platforms occasionally – once every few months** (9%) and 4% **use the services of these platforms regularly – at least every month**.

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)



[4] Q1 Which of the following matches your experience regarding this type of platform? You have never heard of these platforms; You have heard of these platforms but you have never visited them; You have been on one or more of these platforms and paid for a service once; You use the services of these platforms occasionally (once every few months); You use the services of these platforms regularly (at least every month); Other (SPONTANEOUS); None (SPONTANEOUS); Don't know.

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)



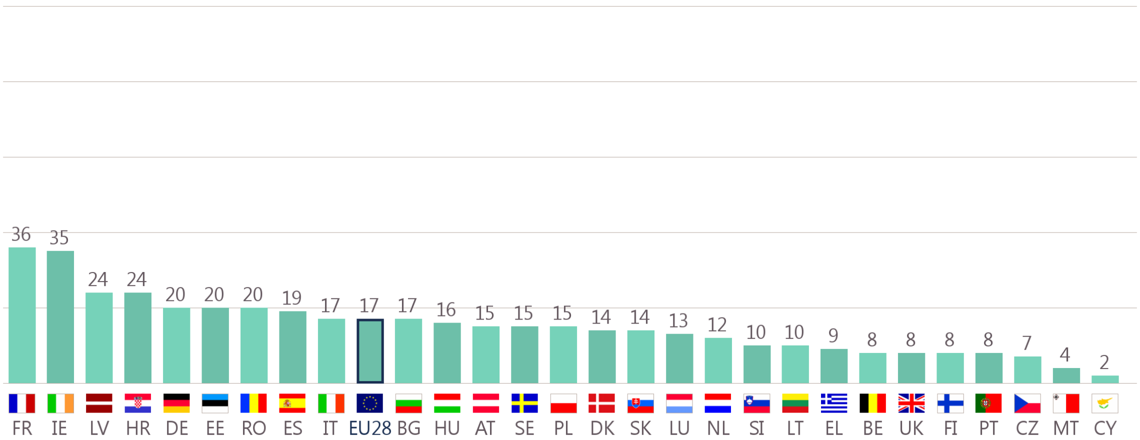
At ***country level***, more than one third of respondents in France (36%) and Ireland (35%) **have used these platforms**, as have almost a quarter in Latvia and Croatia (both 24%). On the other hand, respondents in in Cyprus (2%), Malta (4%) and the Czech Republic (7%) are the least likely to have done so.

Almost one in ten respondents in France (9%), and in Latvia, Croatia and Denmark (all 7%) say that they **have been on one or more of these platforms and paid for a service once**. However, this answer was not mentioned at all in Cyprus (0%) and was cited by small proportions in Malta, Slovenia, Slovakia, Finland and the United Kingdom (all 1%).

The highest proportions of individuals who **use the services of these platforms occasionally** are found in France (20%), Ireland (17%) and Croatia (13%), while respondents are least likely to do so in Cyprus (1%), Malta (2%), the Czech Republic and Portugal (both 3%).

Respondents in Ireland (12%), Latvia (9%) and France (7%) are the most likely to **use the services of these platforms regularly**. At the other end of the scale, respondents in the Czech Republic, Cyprus, Greece, Malta, and Slovenia (all 1%) are the least likely to do so.

Q1 Which of the following matches your experience regarding this type of platform?
(% - TOTAL 'USED THE SERVICES')



The lowest proportions of individuals who **have never used collaborative platforms** are observed in France (64%), Ireland (65%) and Latvia (75%) while the highest proportions of respondents giving this answer are found in Cyprus (98%), Malta (96%) and the Czech Republic (93%),

Respondents in France (14%), Croatia (28%) and Estonia (32%) are the least likely to state that they **have never heard of these platforms**. At the opposite end of the scale, respondents in Cyprus (87%), Malta (83%) and the United Kingdom (70%) are the most likely to say the same.

Nearly half of respondents in Croatia (48%), Austria, the Czech Republic, France and Hungary (all 47%) say that they **have heard of these platforms but have never visited them**. At the other extreme and consistent with the results above, less than one in five respondents in Cyprus (11%) and Malta (13%) give this answer.

Q1 Which of the following matches your experience regarding this type of platform?
(%)

	You have never heard of these platforms	You have heard of these platforms but you have never visited them	You have been on one or more of these platforms and paid for a service once	You use the services of these platforms occasionally (once every few months)	You use the services of these platforms regularly (at least every month)	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	**46**	35	*4*	9	*4*	0	1	1
BE	**61**	30	*2*	4	*2*	1	0	0
BG	**48**	34	*3*	9	5	0	0	1
CZ	46	**47**	3	3	*1*	0	0	0
DK	42	**44**	7	5	*2*	0	0	0
DE	**40**	38	*4*	10	6	0	1	1
EE	32	**46**	6	10	*4*	0	2	0
IE	**34**	31	*6*	17	12	0	0	0
EL	**64**	25	3	5	*1*	0	0	2
ES	**42**	38	*4*	10	5	1	0	0
FR	14	**47**	9	20	*7*	1	2	0
HR	28	**48**	7	13	*4*	0	0	0
IT	**52**	31	*3*	9	5	0	0	0
CY	**87**	11	*0*	1	1	0	0	0
LV	**50**	25	*7*	8	9	0	0	1
LT	**61**	29	*3*	4	*3*	0	0	0
LU	**48**	38	4	6	*3*	0	1	0
HU	36	**47**	6	7	*3*	1	0	0
MT	**83**	13	*1*	2	*1*	0	0	0
NL	**44**	**44**	*3*	6	*3*	0	0	0
AT	38	**47**	6	5	*4*	0	0	0
PL	**51**	33	*4*	7	*4*	0	0	1
PT	**58**	34	3	3	*2*	0	0	0
RO	**52**	26	*4*	12	*4*	1	0	1
SI	**68**	19	*1*	8	*1*	2	1	0
SK	**59**	22	*1*	7	6	0	3	2
FI	**60**	30	*1*	5	2	1	0	1
SE	**49**	35	*3*	7	5	1	0	0
UK	**70**	21	*1*	5	2	0	1	0

Highest percentage per country *Lowest percentage per country*

Highest percentage per item | Lowest percentage per item

According to the ***socio-demographic results***:

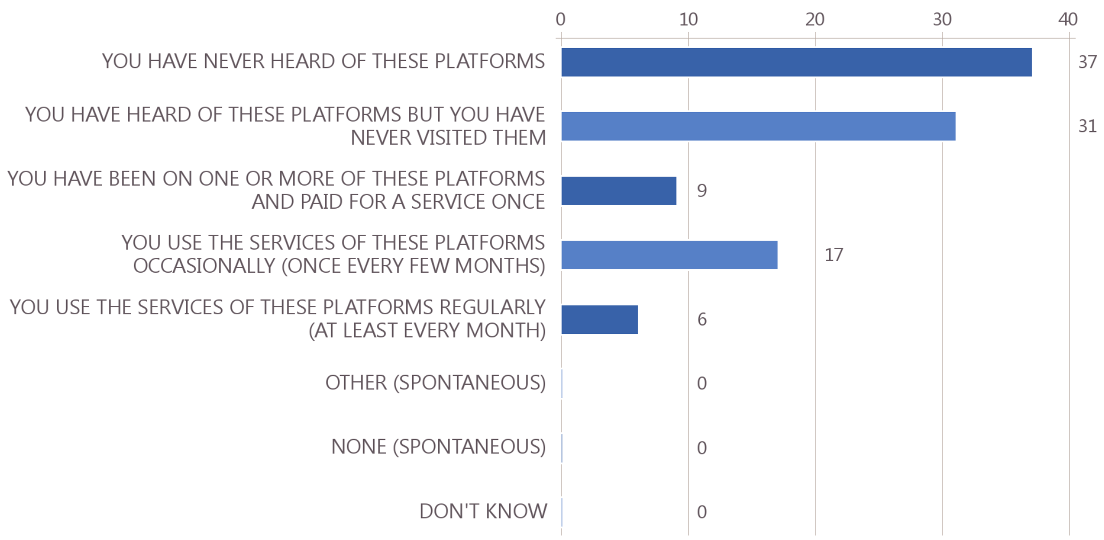
- Men are more likely than women to **use the services** of collaborative platforms (21% vs. 15%) and less likely to say that they **have never heard of these platforms** (43% vs. 48%).
- Respondents aged between 25 and 39 years are the most likely to say that they **have used these services** (27% vs. 10% of those aged 55 or over). Those aged 55 or over are more likely than respondents between 25 and 39 years old to say that they **have never used collaborative platforms** (88% vs. 72%) or that they **have never heard of them** (55% vs. 38%). Although respondents in the 40 to 54 age group are the most likely to answer that they **have heard of these platforms but have never visited them** (38% vs. 33% of the oldest respondents - those aged 55 or over), they are also the most likely to say that they **use the services of these platforms regularly** (7% vs. 2-5% of other age groups).
- The level of education also plays a role. Respondents who finished their education aged 20 or more are more likely than those who finished education at an earlier age to say that they **have used these platforms** (27% vs. 4-13%). In addition, they are more likely to have **heard of these platforms but have never visited one** (39% vs. 24%), to have **been on one or more of these platforms and paid for a service once** (6% vs. 1%), to **use the services of these platforms occasionally** (14% vs. 1%) or to **use the services of these platforms regularly** (7% vs. 2%).
- Self-employed (26%) and employees (25%) are more likely than manual workers (14%) to **use the services of collaborative platforms**.
- Respondents who have offered services on a collaborative platform at least once are more likely than those who have not done so to say that **they use the services of these platforms regularly** (35% vs. 20%).

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)

	You have never heard of these platforms	You have heard of these platforms but you have never visited them	You have been on one or more of these platforms and paid for a service once	You use the services of these platforms occasionally (once every few months)	You use the services of these platforms regularly (at least every month)	Total 'Used the services'	Total 'Never used the services'
EU28	46	35	4	9	4	17	81
Sex							
Male	43	35	5	11	5	21	78
Female	48	36	3	8	4	15	84
Age							
15-24	44	36	6	8	4	18	80
25-39	38	34	7	15	5	27	72
40-54	39	38	4	11	7	22	77
55 +	55	33	2	6	2	10	88
Education (End of)							
15-	69	24	1	1	2	4	93
16-19	51	35	3	7	3	13	86
20+	33	39	6	14	7	27	72
Still studying	40	38	7	10	4	21	78
Respondent occupation scale							
Self-employed	43	31	6	12	8	26	74
Employee	34	41	5	14	6	25	75
Manual workers	56	30	3	7	4	14	86
Not working	54	32	3	6	2	11	86
Offered services on a collaborative platform							
At least once	0	0	17	48	35	100	
Never	0	0	26	54	20	100	

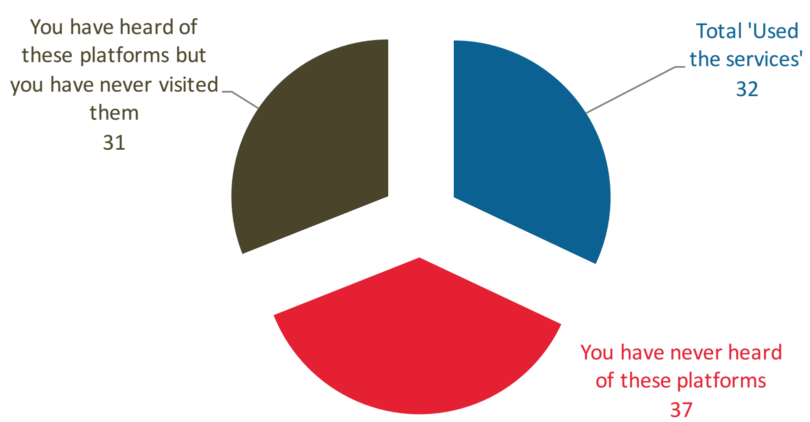
The awareness and the frequency of use of collaborative platforms vary significantly according to the socio-demographic profile of the respondents. The graphs below show the results for younger (aged 15-39) and more highly educated (finishing education aged 16-19 or 20+) respondents who live in small/mid-sized or large towns and who are self-employed or employees. Individuals in this particular group are much more likely than the average to be aware of collaborative platforms (63% vs. 52%) and to have used the services of these platforms at least once (32% vs. 17%). In particular, respondents in this group are more likely to have visited these platforms and paid for a service once (9% vs. an average of 4%) and to use the services of collaborative platforms occasionally (17% vs. an average of 9%), while they are only slightly more likely to use the services of these platforms regularly (6% vs. an average of 4%).

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)



Base: respondents (1) who are aged 15-39, (2) who have finished education aged 16-19 or 20+, (3) who live in a large or small/mid-sized town AND (4) who are self-employed or employees (N=1,799)

Q1 Which of the following matches your experience regarding this type of platform?
(% - EU)



Base: respondents (1) who are aged 15-39, (2) who have finished education aged 16-19 or 20+, (3) who live in a large or small/mid-sized town AND (4) who are self-employed or employees (N=1,799)

II. USING COLLABORATIVE PLATFORMS TO PROVIDE SERVICES

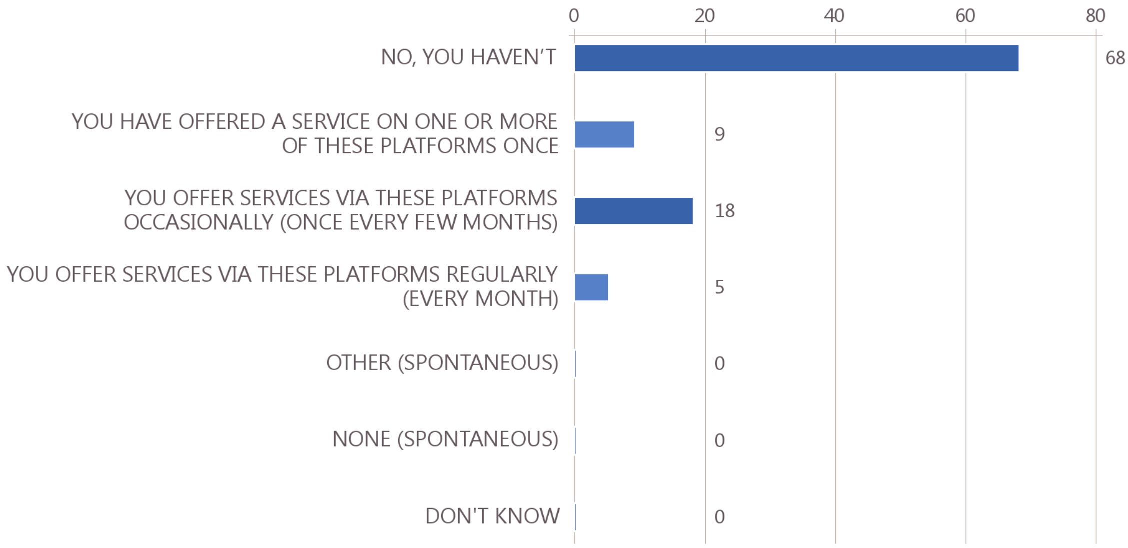
In this chapter, the report examines the use of collaborative platforms to provide services in EU countries. The respondents who have visited collaborative platforms were asked whether or not they have provided services on these platforms and how often they have done so.

Out of the respondents who have visited collaborative platforms, more than three in ten have provided services on collaborative platforms

Over three in ten respondents who have visited collaborative platforms say that they **have provided services on these platforms** (32%). Almost one in ten **have done so once** (9%), while almost one in five respondents **offer services via this type of platforms occasionally – once every few months** (18%). Finally, 5% say that they **offer services via these platforms regularly – every month**.

Fewer than seven in ten respondents who have visited collaborative platforms say that they **have never provided services on these platforms** (68%)[5].

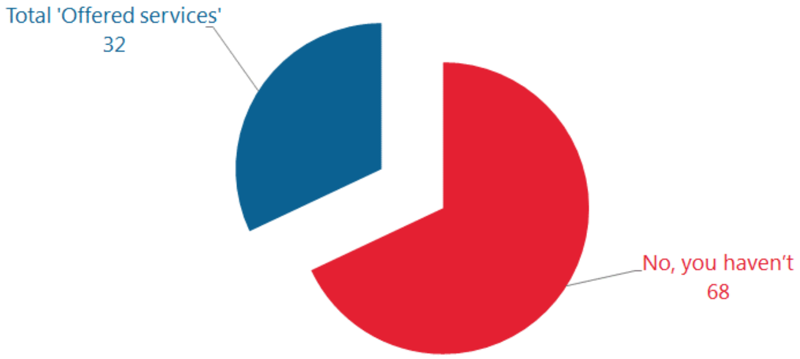
Q2 Have you ever provided services on these platforms?
(% - EU)



Base: respondents who have visited collaborative platforms (N=2,484)

[5] Q2 Have you ever provided services on these platforms? No, you haven't; You have offered a service on one or more of these platforms once; You offer services via these platforms occasionally (once every few months); You offer services via these platforms regularly (every month); Other (SPONTANEOUS); None (SPONTANEOUS); Don't know.

Q2 Have you ever provided services on these platforms?
(% - EU)



Base: respondents who have visited collaborative platforms (N=2,484)

A ***country-level analysis*** of this question is not possible due to low size of the bases of respondents.

According to ***the socio-demographic analysis***:

- Men (35%) are more likely than women (26%) to have **provided services on these platforms**.
- Respondents in the 40 to 54 age group are more likely than the youngest respondents (aged 15-24) to **provide services on these platforms** (34% vs. 25%) or to **offer services via these platforms regularly – every month** (8% vs. 1%). Respondents aged 25 to 39 and respondents aged 55 or over (both 19%) are more likely than respondents aged 15-24 (13%) to **offer services via this type of platforms occasionally - once every few months**.
- Respondents living in large towns are the most likely to **offer services on collaborative platforms** (36% vs. 27-31% of those living in rural villages or small/mid-size towns).

Q2 Have you ever provided services on these platforms?
(% - UE)

	No, you haven't.	You have offered a service on one or more of these platforms once	You offer services via these platforms occasionally (once every few months)	You offer services via these platforms regularly (every month)	Total 'Offered services'
UE28	68	9	18	5	32
Sex					
Male	65	10	19	6	35
Female	73	7	16	3	26
Age					
15-24	75	11	13	1	25
25-39	70	8	19	3	30
40-54	65	8	18	8	34
55 +	67	8	19	5	32
Subjective urbanisation					
Rural village	69	11	16	4	31
Small/mid size town	72	7	17	3	27
Large town	64	8	21	7	36

Base: respondents who have visited collaborative platforms (N=2,484)

III. ADVANTAGES AND DISADVANTAGES OF COLLABORATIVE PLATFORMS FOR THEIR USERS

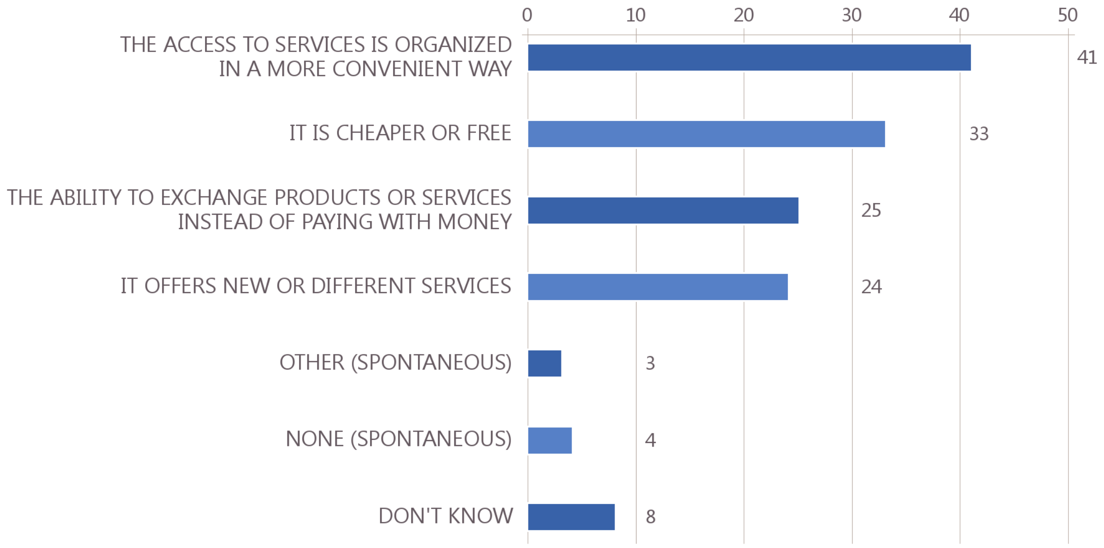
This chapter addresses the perceptions of respondents in EU countries who have heard of or have visited collaborative platforms when they are asked about the main benefits and problems of these platforms for their users compared with traditional ways of buying or selling goods and services.

1 Advantages of collaborative platforms compared with traditional commerce of goods and services

A majority of the respondents who have heard of or have visited collaborative platforms say that access to services is more conveniently organized on these platforms

When asked about the main benefits of collaborative platforms, around four in ten respondents of those who are aware of collaborative platforms (41%) say that **access to services is organized in a more convenient way**[6]. Around a third mention the fact that it **is cheaper or free** (33%), and around a quarter identify **the ability to exchange products or services instead of paying with money** (25%) and the fact that **these platforms offer new or different services** (24%) as the main benefits of collaborative platforms.

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users? (MAX. 2 ANSWERS)
(% - EU)



Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

[6] Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users? (MAXIMUM TWO ANSWERS) The access to services is organized in a more convenient way; It is cheaper or free; The ability to exchange products or services instead of paying with money; It offers new or different services; Other (SPONTANEOUS); None (SPONTANEOUS); Don't know.

Country-level analysis[7]

At national level, **more conveniently organized access to services** is mentioned most by respondents who are aware of collaborative platforms in Ireland (62%) and Estonia and Romania (both 61%) and least in the Czech Republic (15%), Spain (21%), and Denmark and Cyprus (both 27%).

Respondents are most likely to mention the fact that these platforms are **cheaper or free** in the Czech Republic (53%), Luxembourg (48%) and Finland (45%). At the other end of the scale, just over one in five in Sweden and Bulgaria (both 21%) and Ireland and Portugal (both 22%) mention this aspect.

Respondents in Cyprus (44%), Belgium (40%) and the Netherlands (39%) are the most likely to say that **the ability to exchange products or services instead of paying with money** is one of the main benefits of collaborative platforms for their users. At the other extreme, respondents in Estonia (8%) and Ireland and Hungary (both 12%) are the least likely to mention this factor.

The fact that **collaborative platforms offer new or different services** is identified as one of the main benefits by at least three in ten in Luxembourg (34%), Spain (33%), and Croatia and the Czech Republic (both 31%). Respondents are least likely to give this answer in Latvia (14%), Hungary (15%), and Poland and Germany (both 16%).

[7] Care should be taken when analysing the results for Cyprus and Malta due to the low size of the bases of respondents (63 and 86 respectively).

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users?
(MAX. 2 ANSWERS)
(%)

	The access to services is organized in a more convenient way	It is cheaper or free	The ability to exchange products or services instead of paying with money	It offers new or different services	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	41	33	25	24	3	4	8
BE	42	30	40	29	1	2	7
BG	47	21	17	22	2	3	11
CZ	15	53	26	31	0	2	11
DK	27	35	18	26	6	1	10
DE	57	26	19	16	3	5	9
EE	61	27	8	20	1	4	17
IE	62	22	12	23	3	1	3
EL	42	36	25	23	1	5	7
ES	21	32	31	33	8	7	6
FR	37	40	33	28	1	4	6
HR	30	35	15	31	4	3	4
IT	38	29	17	22	2	3	10
CY	27	33	44	29	1	1	4
LV	51	41	21	14	4	4	8
LT	37	25	17	17	4	4	13
LU	29	48	36	34	1	2	5
HU	51	35	12	15	5	7	5
MT	57	23	13	23	7	0	7
NL	35	37	39	27	5	2	10
AT	45	33	31	23	1	2	8
PL	42	36	24	16	4	2	9
PT	32	22	28	19	6	2	16
RO	61	27	13	28	3	1	10
SI	43	33	24	19	5	1	7
SK	28	32	15	18	3	5	13
FI	46	45	26	22	0	1	9
SE	41	21	18	21	7	4	12
UK	40	36	28	26	1	5	8

1st MOST FREQUENTLY MENTIONED ITEM | 2nd MOST FREQUENTLY MENTIONED ITEM | 3rd MOST FREQUENTLY MENTIONED ITEM

Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

The ***socio-demographic analysis*** reveals that:

- Respondents in the 15 to 24 age group are the most likely to identify as the main benefits for users **more convenient access to services** (53%), **the ability to exchange products or services instead of paying with money** (32%) or the fact that **these platforms offer new or different services** (27%), whereas those aged 55 or over are the least likely to do so (33%, 19% and 20% respectively). On the other hand, respondents aged 25 to 39 are the most likely to mention the fact that **collaborative platforms are cheaper or free** (38%), whereas those aged 55 or over are again the least likely to do so (27%)**.**
- Respondents who are still studying are the most likely of all to mention as main benefits of collaborative platforms, **the more convenient access to services** (52%), **the ability to exchange products or services** (35%) and the fact that **they offer new or different services** (31%). Furthermore, respondents who finished their full-time education at age 20+ are more likely than those who finished their education at age 15 or before to mention **more convenient access to services** (44% vs. 24%) or the fact that **these platforms offer new or different services** (24% vs. 16%) as the main benefits for users..
- Employees are the most likely to say that one of the main benefits of this type of platform is **the ability to exchange products or services instead of paying with money** (26%). Manual workers are the least likely to do so (18%). Employees are also the most likely to say that one of their main benefits is **the more convenient access to services** (46%), particularly when compared with those who are not working (36%).
- Respondents who have used the services of collaborative platforms at least once are more likely than respondents who have never done so to mention that **access to services is organized in a more convenient way** (53% vs. 35%) or that platforms of this type are **cheaper or free** (41% vs. 29%). Respondents who have never used these services are more likely than respondents who have used them at least once to say that one of the main benefits of this type of platform is **the ability to exchange products or services instead of paying with money** (27% vs. 22%).
- Respondents who have offered services on a collaborative platform at least once are more likely than respondents who have never done so to consider **the ability to exchange products or services instead of paying with money** as one of the main benefits of these platforms for users (25% vs. 20%).

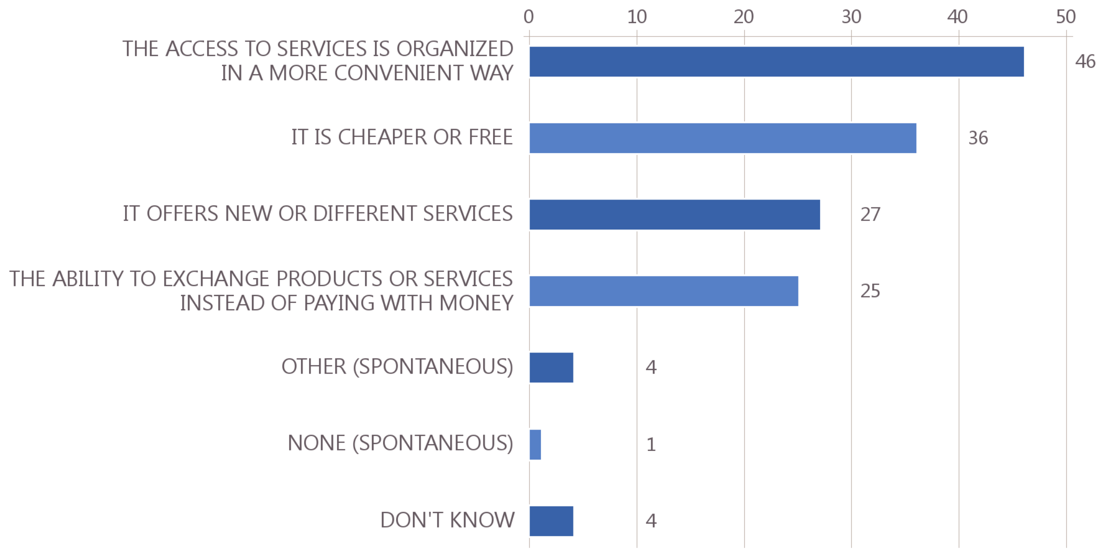
Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users? (MAXIMUM TWO ANSWERS)
(% - EU)

	The access to services is organized in a more convenient way	It is cheaper or free	The ability to exchange products or services instead of paying with money	It offers new or different services
EU28	41	33	25	24
Age				
15-24	53	32	32	27
25-39	44	38	28	26
40-54	42	35	25	24
55 +	33	27	19	20
Education (End of)				
15-	24	31	20	16
16-19	37	31	25	22
20+	44	35	24	24
Still studying	52	34	35	31
Respondent occupation scale				
Self-employed	41	36	24	28
Employee	46	34	26	24
Manual workers	43	35	18	27
Not working	36	31	25	21
Used the services of collaborative platforms				
At least once	53	41	22	25
Never	35	29	27	23
Offered services on a collaborative platform				
At least once	50	44	25	27
Never	54	40	20	25

Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

The results for respondents who are aged 15-39, who have finished education aged 16-19 or 20+, who live in small/mid-sized or large towns and who are self-employed or employees are broadly in line with the overall results. Respondents in this specific group are more likely to say that **the access to services on collaborative platforms is more conveniently organised** (46% vs. an average of 41%), that these platforms are **cheaper or free** (36% vs. 33%) and that they **offer new or different services** (27% vs. 24%). On the other hand, individuals in this group are as likely as the average to mention **the ability to exchange products or services** as one of the main benefits of this type of platforms (25%).

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users? (MAX. 2 ANSWERS)
(% - EU)



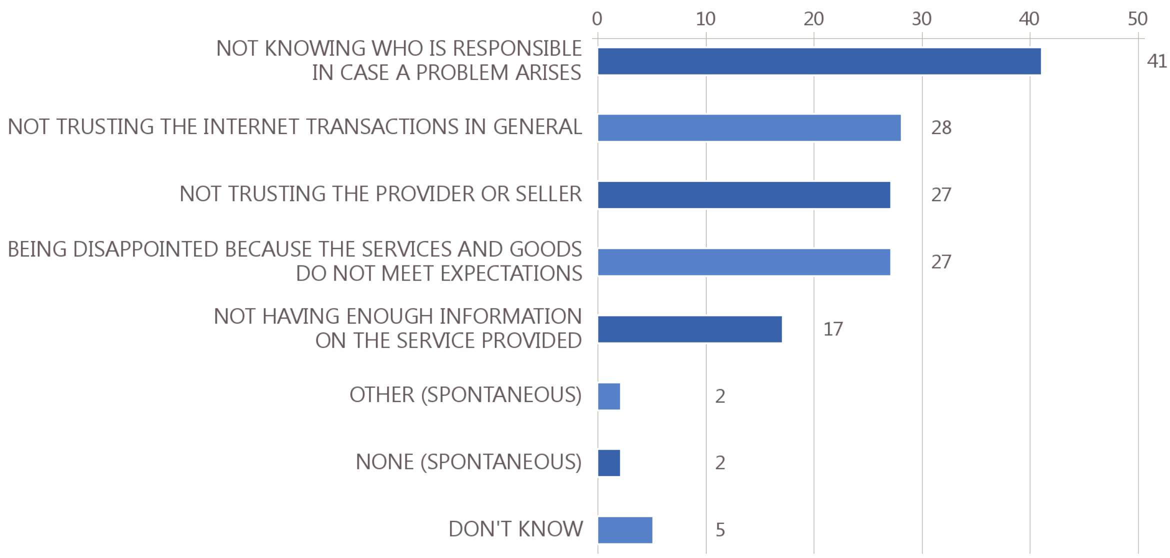
Base: respondents who are part of the specific group (aged 15-39, finishing education aged 16-19 or 20+, living in a large or small/mid-sized town AND who are self-employed or employees) and who have heard of or have visited collaborative platforms (N=1,125)

2 Disadvantages of collaborative platforms compared with the traditional commerce of goods and services

At least four in ten respondents who have heard of or visited collaborative platforms say that one of the main drawbacks of this type of platforms is not knowing who is responsible if a problem arises

Among those who have heard of or have visited collaborative platforms, over four in ten respondents say that **not knowing who is responsible in the event of a problem** is one of the main drawbacks of this type of platforms (41%)[8]. Just over a quarter mention **not trusting Internet transactions in general** (28%), **not trusting the provider or seller** and **being disappointed because the services and goods do not meet expectations** (both 27%) among the main problems. **Not having enough information on the service provided** is mentioned by less than one in five respondents who are aware of these platforms (17%).

Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms? (MAX. 2 ANSWERS)
(% - EU)



Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

[8] Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms? Not knowing who is responsible in case a problem arises; Not trusting the internet transactions in general; Not trusting the provider or seller; Being disappointed because the services and goods do not meet expectations; Not having enough information on the service provided; Other (SPONTANEOUS); None (SPONTANEOUS); Don't know.

Country-level analysis[9]

At a national level, **not knowing who is responsible if a problem arises** is the most commonly mentioned difficulty in 18 of the 28 countries. Over half of respondents who are aware of collaborative platforms in Finland and Austria (both 53%) and nearly half in the Netherlands and Spain (both 48%) identify this factor as one of the main problems of collaborative platforms. This answer is given the least in Lithuania (17%), Slovakia (18%) and Slovenia (23%).

More than four in ten respondents who have heard of or have visited collaborative platforms in Portugal (45%) and Spain (42%) say that **not trusting Internet transactions in general** is one of the main problems of this type of platforms. Just under four in ten respondents agree in Hungary and Greece (both 39%). At the other end of the scale, less than one in ten respondents in Denmark (9%) and less than one in six in Germany (13%) and Finland and Austria (both 15%) mention this factor.

Around one third of the respondents who are aware of collaborative platforms in the United Kingdom (37%), Slovenia (35%), and Finland, the Netherlands and Hungary (all 33%) say that **not trusting the provider or seller** is one of the main problems of these platforms for users. At the other end of the scale, respondents in Italy and Greece (both 20%), and Portugal (21%) are least likely to give this reason.

Being disappointed because the services and goods do not meet expectations is identified as one of the main problems of collaborative platforms in Latvia (41%), and Bulgaria and Austria (both 36%). By contrast, less than one in six respondents in Portugal (11%), Cyprus (14%) and Ireland (15%) mention this factor.

Not having enough information on the service provided is among the most often mentioned answers in Romania (30%), the Czech Republic (27%), and Finland and Cyprus (both 26%), while respondents are least likely to give this answer in Denmark (7%), and the United Kingdom and Slovenia (both 12%).

[9] Care should be taken when analysing the results for Cyprus and Malta due to the low size of the bases of respondents (63 and 86 respectively).

Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms? (MAX. 2 ANSWERS)

(%)

	Not knowing who is responsible in case a problem arises	Not trusting the internet transactions in general	Not trusting the provider or seller	Being disappointed because the services and goods do not meet expectations	Not having enough information on the service provided	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	41	28	27	27	17	2	2	5
BE	38	31	27	30	24	1	4	3
BG	26	26	26	36	25	0	1	4
CZ	40	25	23	23	27	2	2	9
DK	37	9	24	33	7	4	4	11
DE	46	13	26	35	15	2	4	6
EE	31	20	27	29	17	2	8	14
IE	43	34	25	15	18	3	0	2
EL	34	39	20	29	17	3	3	2
ES	48	42	31	18	16	2	1	2
FR	42	36	26	31	16	3	2	3
HR	25	32	26	25	15	3	1	4
IT	38	32	20	20	19	1	1	5
CY	33	33	26	14	26	0	3	7
LV	28	21	26	41	20	4	5	4
LT	17	35	22	25	22	3	3	6
LU	43	31	25	35	22	2	2	2
HU	32	39	33	17	22	2	4	3
MT	29	28	29	17	15	3	8	6
NL	48	22	33	32	15	4	1	5
AT	53	15	30	36	21	1	2	4
PL	36	26	26	22	16	1	2	8
PT	32	45	21	11	22	6	1	6
RO	33	35	29	22	30	1	1	5
SI	23	24	35	27	12	12	1	3
SK	18	19	23	25	17	5	5	8
FI	53	15	33	24	26	0	2	5
SE	44	18	24	28	13	4	2	11
UK	41	27	37	27	12	1	1	7

1st MOST FREQUENTLY MENTIONED ITEM | 2nd MOST FREQUENTLY MENTIONED ITEM | 3rd MOST FREQUENTLY MENTIONED ITEM

Base: respondents who have heard or have visited collaborative platforms (N=7,409)

According to the ***socio-demographic analysis***:

- Men (30%) are more likely than women (24%) to say that one of the main problems of platforms of this type is the fact of **not trusting the provider or seller**. Women are more likely than men to mention **being disappointed because the services and goods do not meet expectations** (29% vs. 24%) or **not trusting Internet transactions in general** (31% vs. 26%) as the main problems of collaborative platforms.
- 15-24 year-olds are the most likely to identify **being disappointed because the services and goods do not meet expectations** (37% vs. 19-30% of older respondents), **not trusting the provider or seller** (35% vs. 22-29%) and **not trusting the Internet transactions in general** (33% vs. 25-30%) among the main problems of collaborative platforms. Respondents aged between 25 and 39 years are the most likely to mention **not knowing who is responsible if a problem arises** (47%), while those in the 15 to 24 age group and the oldest respondents are the least likely to give this answer (both 37%).
- Respondents who completed their education aged 20 or over are more likely than those who left school at or before the age of 15 to say that **not knowing who is responsible if there is a problem** (44% vs. 33%) or **being disappointed because the services and goods do not meet expectations** (27% vs. 21%) are the main problems of platforms of this type. However, respondents who left school aged 15 or younger are more likely than respondents who finished education at a later age to mention **not trusting Internet transactions in general** (35% vs. 25-31%). Finally, those who finished their full-time education at the age of 16 to 19 are the more likely than those who finished education at 15 years old or less to mention **not having enough information on the service provided** (18% vs. 10%).
- Employees (32%) are more likely than self-employed people (22%) to say that one of the main problems of platforms of this type is **being disappointed because the services and goods do not meet expectations**. In addition, self-employed people and employees are the most likely to mention **not trusting Internet transactions in general** (both 26%).
- Respondents who have used the services of collaborative platforms at least once are more likely than respondents who have never done so to mention **not trusting the provider or seller** (31% vs. 25%) or **being disappointed because the services and goods do not meet expectations** (30% vs. 25%) as the main problems of these platforms.
- Respondents who have never offered services on a collaborative platform are more likely than those who have done so at least once to say that **not having enough information on the service provided** is one of the main problems of these platforms (21% vs. 14%). However, respondents who have offered services on a collaborative platform at least once (36%) are more likely than respondents who have not (29%) to say that **not trusting the provider or seller** is one of the main problems.

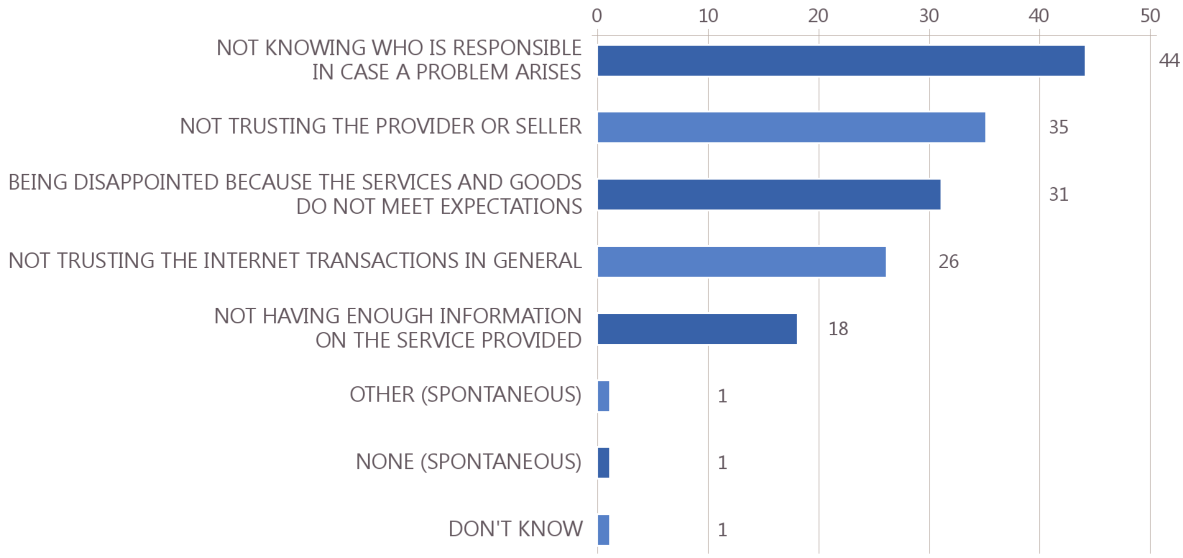
Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms?
(MAXIMUM TWO ANSWERS)
(% - EU)

	Not knowing who is responsible in case a problem arises	Not trusting the internet transactions in general	Not trusting the provider or seller	Being disappointed because the services and goods do not meet expectations	Not having enough information on the service provided
UE28	41	28	27	27	17
Sex					
Male	42	26	30	24	17
Female	41	31	24	29	18
Age					
15-24	37	33	35	37	18
25-39	47	27	29	30	17
40-54	42	25	27	27	19
55 +	37	30	22	19	15
Education (End of)					
15-	33	35	26	21	10
16-19	40	31	25	25	18
20+	44	25	28	27	17
Still studying	37	36	35	38	19
Respondent occupation scale					
Self-employed	45	26	33	22	18
Employee	44	26	29	32	16
Manual workers	44	18	33	27	18
Not working	37	33	23	22	17
Used the services of collaborative platforms					
At least once	42	26	31	30	19
Never	41	30	25	25	16
Offered services on a collaborative platform					
At least once	41	26	36	27	14
Never	43	26	29	31	21

Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

The graph below shows the results for younger (aged 15-39) and more highly educated (finishing education aged 16-19 or 20+) respondents who live in small/mid-sized or large towns and who are self-employed or employees. Respondents in this specific group are much more likely than average to identify **not trusting the provider or seller** as one of the main problems for collaborative platforms users (35% vs. 27%), although the most often mentioned drawback remains **not knowing who is responsible in case a problem arises** (44% vs. 41%). They are also more likely than average to say that **being disappointed because services and goods do not meet expectations** is one of the main problems for collaborative platforms users (31% vs. 27%) and only slightly more likely to mention **not having enough information on the service provided** (18% vs. 17%). Conversely, respondents in this particular group are slightly less likely to identify **not trusting the Internet transactions in general** as a major disadvantage for the users of this type of platforms (26% vs. 28%).

Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms? (MAX. 2 ANSWERS)
(% - EU)



Base: respondents who are part of the specific group (aged 15-39, finishing education aged 16-19 or 20+, living in a large or small/mid-sized town AND who are self-employed or employees) and who have heard of or have visited collaborative platforms (N=1,125)

TECHNICAL SPECIFICATIONS

Between the 15th March and the 16th March 2016, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the FLASH EUROBAROMETER 438 survey on request of the EUROPEAN COMMISSION, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. It is a general public survey co-ordinated by the Directorate-General for Communication, "Strategy, Corporate Communication Actions and Eurobarometer" Unit.

The FLASH EUROBAROMETER 438 survey covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

All interviews were carried using the TNS e-Call centre (our centralised CATI system). In every country the respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face-to-face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES FIELDWORK		POPULATION 15+	PROPORTION EU28
BE	Belgium	TNS Dimarso	500	15/03/2016	16/03/2016	8.939.546	2,17%
BG	Bulgaria	TNS BBSS	500	15/03/2016	16/03/2016	6.537.510	1,58%
CZ	Czech Rep.	TNS Aisa	500	15/03/2016	16/03/2016	9.012.443	2,18%
DK	Denmark	TNS Gallup DK	504	15/03/2016	16/03/2016	4.561.264	1,11%
DE	Germany	TNS Infratest	500	15/03/2016	16/03/2016	64.336.389	15,59%
EE	Estonia	TNS Emor	500	15/03/2016	16/03/2016	945.733	0,23%
IE	Ireland	IMS Millward Brown	501	15/03/2016	16/03/2016	3.522.000	0,85%
EL	Greece	TNS ICAP	500	15/03/2016	16/03/2016	8.693.566	2,11%
ES	Spain	TNS Demoscopia	500	15/03/2016	16/03/2016	39.127.930	9,48%
FR	France	TNS Sofres	504	15/03/2016	16/03/2016	47.756.439	11,57%
HR	Croatia	HENDAL	500	15/03/2016	16/03/2016	3.749.400	0,91%
IT	Italy	TNS Italia	500	15/03/2016	16/03/2016	51.862.391	12,57%
CY	Rep. Of Cyprus	CYMAR	503	15/03/2016	16/03/2016	705.360	0,17%
LV	Latvia	TNS Latvia	502	15/03/2016	16/03/2016	1.447.866	0,35%
LT	Lithuania	TNS LT	500	15/03/2016	16/03/2016	2.829.740	0,69%
LU	Luxembourg	TNS Dimarso	503	15/03/2016	16/03/2016	434.878	0,11%
HU	Hungary	TNS Hoffmann	507	15/03/2016	16/03/2016	8.320.614	2,02%
MT	Malta	MISCO	504	15/03/2016	16/03/2016	335.476	0,08%
NL	Netherlands	TNS NIPO	507	15/03/2016	16/03/2016	13.371.980	3,24%
AT	Austria	TNS Austria	501	15/03/2016	16/03/2016	7.009.827	1,70%
PL	Poland	TNS OBOP	500	15/03/2016	16/03/2016	32.413.735	7,86%
PT	Portugal	TNS Euroteste	500	15/03/2016	16/03/2016	8.080.915	1,96%
RO	Romania	TNS CSOP	500	15/03/2016	16/03/2016	18.246.731	4,42%
SI	Slovenia	RM PLUS	505	15/03/2016	16/03/2016	1.759.701	0,43%
SK	Slovakia	TNS AISA Slovakia	500	15/03/2016	16/03/2016	4.549.956	1,10%
FI	Finland	TNS Gallup Oy	503	15/03/2016	16/03/2016	4.440.004	1,08%
SE	Sweden	TNS Sifo	501	15/03/2016	16/03/2016	7.791.240	1,89%
UK	United Kingdom	TNS UK	505	15/03/2016	16/03/2016	51.848.010	12,57%
	TOTAL EU28		14.050	15/03/2016	16/03/2016	412.630.644	100%*

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process

(at the 95% level of confidence)

various sample sizes are in rows *various observed results are in columns*

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	N=1000
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

A collaborative platform is an internet based tool that enables transactions between people providing and using a service. They can be used for a wide range of services, from renting accommodation and car sharing to small household jobs.

Q1 Which of the following matches your experience regarding this type of platform?

(READ OUT – ONE ANSWER ONLY)

You have never heard of these platforms	1
You have heard of these platforms but you have never visited them	2
You have been on one or more of these platforms and paid for a service once	3
You use the services of these platforms occasionally (once every few months)	4
You use the services of these platforms regularly (at least every month)	5
Other (DO NOT READ OUT)	6
None (DO NOT READ OUT)	7
DK/NA (DO NOT READ OUT)	8

NEW

FILTER: ASK Q2 IF CODES 3,4 OR 5 IN Q1

Q2 Have you ever provided services on these platforms?

(READ OUT – ONE ANSWER ONLY)

No, you haven't.	1
You have offered a service on one or more of these platforms once	2
You offer services via these platforms occasionally (once every few months)	3
You offer services via these platforms regularly (every month)	4
Other (DO NOT READ OUT)	5
None (DO NOT READ OUT)	6
DK/NA (DO NOT READ OUT)	7

NEW

FILTER: ASK Q3 AND Q4 IF CODES 2, 3, 4, OR 5 IN Q1

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users?

(READ OUT – MAXIMUM TWO ANSWERS)

It is cheaper or free	1,
It offers new or different services	2,
The access to services is organized in a more convenient way	3,
The ability to exchange products or services instead of paying with money	4,
Other (DO NOT READ OUT)	5,
None (DO NOT READ OUT)	6,
DK/NA (DO NOT READ OUT)	7,

NEW

Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms?

(READ OUT – MAXIMUM TWO ANSWERS)

Not knowing who is responsible in case a problem arises	1,
Being disappointed because the services and goods do not meet expectations	2,
Not having enough information on the service provided	3,
Not trusting the provider or seller	4,
Not trusting the internet transactions in general	5,
Other (DO NOT READ OUT)	6,
None (DO NOT READ OUT)	7,
DK/NA (DO NOT READ OUT)	8,

NEW

Q1 Which of the following matches your experience regarding this type of platform?
(%)

	You have never heard of these platforms	You have heard of these platforms but you have never visited them	You have been on one or more of these platforms and paid for a service once	You use the services of these platforms occasionally (once every few months)	You use the services of these platforms regularly (at least every month)	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know	Total 'Used the services'	Total 'Never used the services'
EU28	46	35	4	9	4	0	1	1	17	81
BE	61	30	2	4	2	1	0	0	8	91
BG	48	34	3	9	5	0	0	1	17	82
CZ	46	47	3	3	1	0	0	0	7	93
DK	42	44	7	5	2	0	0	0	14	86
DE	40	38	4	10	6	0	1	1	20	78
EE	32	46	6	10	4	0	2	0	20	78
IE	34	31	6	17	12	0	0	0	35	65
EL	64	25	3	5	1	0	0	2	9	89
ES	42	38	4	10	5	1	0	0	19	80
FR	14	47	9	20	7	1	2	0	36	61
HR	28	48	7	13	4	0	0	0	24	76
IT	52	31	3	9	5	0	0	0	17	83
CY	87	11	0	1	1	0	0	0	2	98
LV	50	25	7	8	9	0	0	1	24	75
LT	61	29	3	4	3	0	0	0	10	90
LU	48	38	4	6	3	0	1	0	13	86
HU	36	47	6	7	3	1	0	0	16	83
MT	83	13	1	2	1	0	0	0	4	96
NL	44	44	3	6	3	0	0	0	12	88
AT	38	47	6	5	4	0	0	0	15	85
PL	51	33	4	7	4	0	0	1	15	84
PT	58	34	3	3	2	0	0	0	8	92
RO	52	26	4	12	4	1	0	1	20	78
SI	68	19	1	8	1	2	1	0	10	87
SK	59	22	1	7	6	0	3	2	14	81
FI	60	30	1	5	2	1	0	1	8	90
SE	49	35	3	7	5	1	0	0	15	84
UK	70	21	1	5	2	0	1	0	8	91

Q2 Have you ever provided services on these platforms?
(%)

	No, you haven't.	You have offered a service on one or more of these platforms once	You offer services via these platforms occasionally (once every few months)	You offer services via these platforms regularly (every month)	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know	Total 'Offered services'
EU28	68	9	18	5	0	0	0	32
BE	78	9	8	5	0	0	0	22
BG	69	4	24	3	0	0	0	31
CZ	56	28	12	4	0	0	0	44
DK	66	16	10	8	0	0	0	34
DE	73	8	12	7	0	0	0	27
EE	90	2	6	1	0	1	0	9
IE	93	3	2	2	0	0	0	7
EL	74	3	14	9	0	0	0	26
ES	72	7	15	5	1	0	0	27
FR	55	12	28	5	0	0	0	45
HR	57	11	29	1	0	2	0	41
IT	75	4	19	1	0	0	1	24
CY	68	0	32	0	0	0	0	32
LV	55	9	30	5	1	0	0	44
LT	68	11	10	11	0	0	0	32
LU	73	7	9	11	0	0	0	27
HU	88	3	2	2	1	4	0	7
MT	86	0	0	14	0	0	0	14
NL	78	5	15	2	0	0	0	22
AT	79	4	3	14	0	0	0	21
PL	66	17	17	0	0	0	0	34
PT	77	12	8	3	0	0	0	23
RO	72	5	21	2	0	0	0	28
SI	41	10	45	3	1	0	0	58
SK	84	1	10	5	0	0	0	16
FI	62	2	29	7	0	0	0	38
SE	52	17	19	12	0	0	0	48
UK	75	0	11	10	0	0	4	21

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users?
(MAX. 2 REPONSES)
(%)

	The access to services is organized in a more convenient way	It is cheaper or free	The ability to exchange products or services instead of paying with money	It offers new or different services	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	41	33	25	24	3	4	8
BE	42	30	40	29	1	2	7
BG	47	21	17	22	2	3	11
CZ	15	53	26	31	0	2	11
DK	27	35	18	26	6	1	10
DE	57	26	19	16	3	5	9
EE	61	27	8	20	1	4	17
IE	62	22	12	23	3	1	3
EL	42	36	25	23	1	5	7
ES	21	32	31	33	8	7	6
FR	37	40	33	28	1	4	6
HR	30	35	15	31	4	3	4
IT	38	29	17	22	2	3	10
CY	27	33	44	29	1	1	4
LV	51	41	21	14	4	4	8
LT	37	25	17	17	4	4	13
LU	29	48	36	34	1	2	5
HU	51	35	12	15	5	7	5
MT	57	23	13	23	7	0	7
NL	35	37	39	27	5	2	10
AT	45	33	31	23	1	2	8
PL	42	36	24	16	4	2	9
PT	32	22	28	19	6	2	16
RO	61	27	13	28	3	1	10
SI	43	33	24	19	5	1	7
SK	28	32	15	18	3	5	13
FI	46	45	26	22	0	1	9
SE	41	21	18	21	7	4	12
UK	40	36	28	26	1	5	8

Q4 Compared to the traditional commerce of goods and services, what do you think are the main problems for the people using the services offered on these platforms?
(MAX. 2 REPONSES)
(%)

	Not knowing who is responsible in case a problem arises	Not trusting the internet transactions in general	Not trusting the provider or seller	Being disappointed because the services and goods do not meet expectations	Not having enough information on the service provided	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU28	41	28	27	27	17	2	2	5
BE	38	31	27	30	24	1	4	3
BG	26	26	26	36	25	0	1	4
CZ	40	25	23	23	27	2	2	9
DK	37	9	24	33	7	4	4	11
DE	46	13	26	35	15	2	4	6
EE	31	20	27	29	17	2	8	14
IE	43	34	25	15	18	3	0	2
EL	34	39	20	29	17	3	3	2
ES	48	42	31	18	16	2	1	2
FR	42	36	26	31	16	3	2	3
HR	25	32	26	25	15	3	1	4
IT	38	32	20	20	19	1	1	5
CY	33	33	26	14	26	0	3	7
LV	28	21	26	41	20	4	5	4
LT	17	35	22	25	22	3	3	6
LU	43	31	25	35	22	2	2	2
HU	32	39	33	17	22	2	4	3
MT	29	28	29	17	15	3	8	6
NL	48	22	33	32	15	4	1	5
AT	53	15	30	36	21	1	2	4
PL	36	26	26	22	16	1	2	8
PT	32	45	21	11	22	6	1	6
RO	33	35	29	22	30	1	1	5
SI	23	24	35	27	12	12	1	3
SK	18	19	23	25	17	5	5	8
FI	53	15	33	24	26	0	2	5
SE	44	18	24	28	13	4	2	11
UK	41	27	37	27	12	1	1	7