



THE SHARING PERSONALITY

LOCATION
BELGIUM
DUTCH SPEAKING

AVERAGE AGE
39 YEARS OLD

N = 433



CLASS
76% MIDDLE CLASS+

EDUCATION LEVEL
30% < BACHELOR
37% BACHELOR
27% MASTER
6% DOCTORATE

FEMALE
70%

MALE
30%



45% TAKER

MOTIVATORS



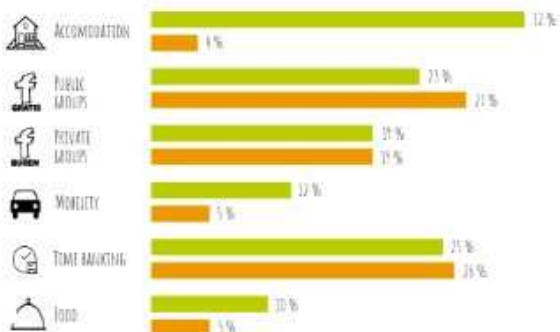
34% GIVER

MOTIVATORS



21% NON-USER

BARRIERS



THE RICHER PEOPLE ARE TAKING LESS OUT OF IDEOLOGICAL MOTIVES

THE RICHER PEOPLE ARE LESS MOTIVATED BY SOCIAL, ECOLOGICAL OR FINANCIAL MOTIVES

WOMEN ARE EAGER TO SHARE AS GIVER AND/OR TAKER

HIGHERLY EDUCATED VALUE CONVENIENCE AND CURIOUSITY MUCH HIGHER

THE HIGHER THE EDUCATIONAL LEVEL THE MORE THEY GAVE OUT OF SOCIAL MOTIVES

THE MORE URBAN, THE MORE THERE WILL BE PARTICIPATION IN SHARING ECONOMY

WITH TOWN PEOPLE IDEOLOGICAL MOTIVES PLAY AN IMPORTANT ROLE IN THE DECISION TO BE A TAKER

THE MORE URBAN, THE USE OF SOCIAL AND ECOLOGICAL MOTIVES WILL HAVE MORE INFLUENCE

THE TAKER IS YOUNGER THEN THE GIVER

THE OLDER THE TAKER, THE MORE IMPORTANT THE IDEOLOGICAL MOTIVATION

THE ELDERLY ARE MOSTLY MOTIVATED BY THE SOCIAL AND ECOLOGICAL ASPECT OF GIVING

**ACTIVE IN ASSOCIATIONS
= MEMBER OF MULTIPLE PLATFORMS**

THE HIGHER THE EDUCATION LEVEL, THE HIGHER THE FEAR OF INCONVENIENCE

THE BARRIERS WILL CARRY MORE WEIGHT WHEN PEOPLE SCORE LOWER ON ALTRUISM / PROSOCIAL ATTITUDES / PRO JUSTICE AND SCORE HIGHER ON SELFISHNESS / DEFYING THE YELLOW MAN / PROJECT

**ACTIVE IN ASSOCIATIONS
= EASIER TO BREAK THROUGH THEIR HABITS**

Focus on women



TIP #1

SCORES HIGH ON AGREEABLENESS AND PARTICIPATE MORE ON SHARING INITIATIVES

Focus on suburbs and cities



TIP #2

Focus on associations



TIP #3

PEOPLE PARTICIPATING IN SOCIAL-CULTURAL CLUBS ARE MORE OPEN TO THE CONCEPT OF SHARING

Go offline



TIP #4

OPENNESS: DEBATES, READINGS, EXHIBITIONS
AGREEABLENESS: NURSING HOMES, COMMUNITY CENTERS
EXTRAVERTION: EVENTS WITH A LOT OF ATTENDEES



TIP #5

Offer additional services

OFFER EXTRA INSURANCES (AND COMMUNICATE ABOUT IT), TESTIMONIALS, RATINGS AND COMMENTS TO REDUCE THE DISTRUST

Free samples



TIP #6

BREAK THROUGH HABITS ON NON-USERS AND LET THEM TRY IT OUT

Guarantee and support



TIP #7

CERTAINTY OF AVAILABILITY
SUPPORT IN FILLING OUT THE TAG FORM



TIP #8

PROFIT OR NON-PROFIT
SYMBOLIC PRICES TO REDUCE THE FEAR TO ASK FOR SERVICES OR PRODUCTS AND ENSURING THE RETURN, AS WELL AS THE ECONOMIC STIMULUS

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