



E-COMMERCE, SHARING ECONOMY AND MAKERS

Positive attitude, still a great deal of unused potential in usage

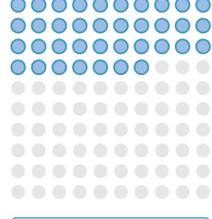
E-COMMERCE

Highest among 25-44 year olds

○ % MONTHLY USE ■ % ALL AGES ■ % AGE GROUP



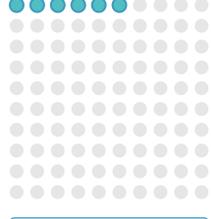
BUYING ONLINE



37%
BUY* REGULARLY ONLINE



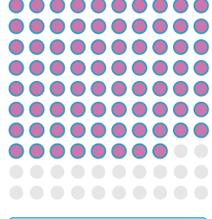
SELLING ONLINE



6%
SELL REGULARLY* ONLINE

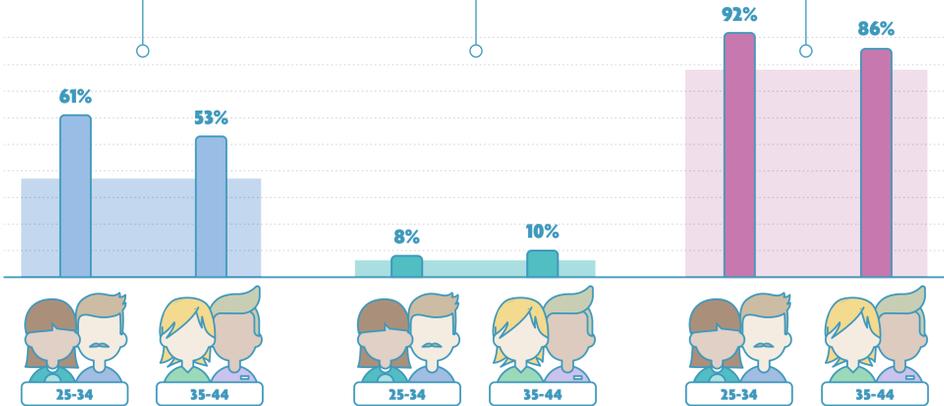


ONLINE BANKING



78%
DO THEIR BANKING* ONLINE

* AT LEAST ONCE PER MONTH



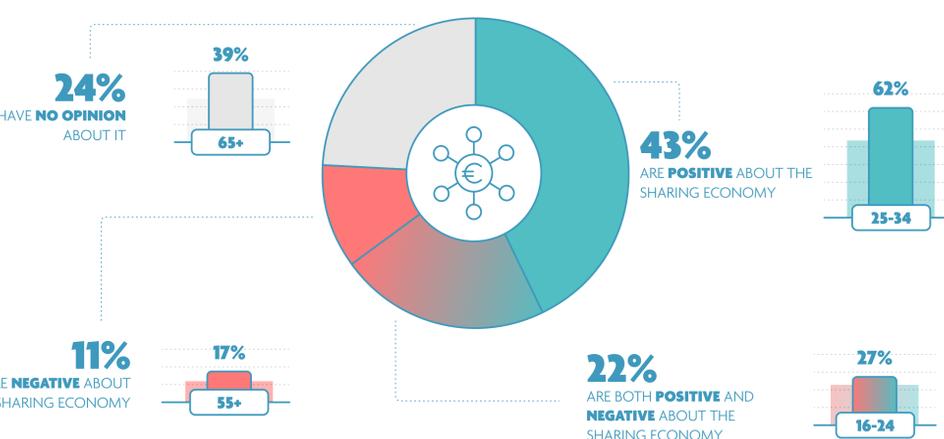
ATTITUDE TO ONLINE SHOPPING



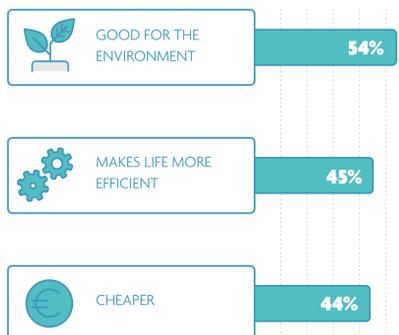
ATTITUDE TO THE SHARING ECONOMY

Flemings are cautiously positive, especially on account of the impact on the environment and efficiency

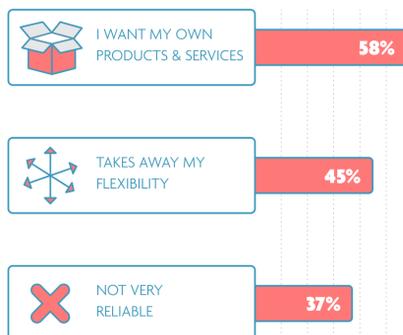
■ % ALL AGES ■ % AGE GROUP



POSITIVE ASPECTS



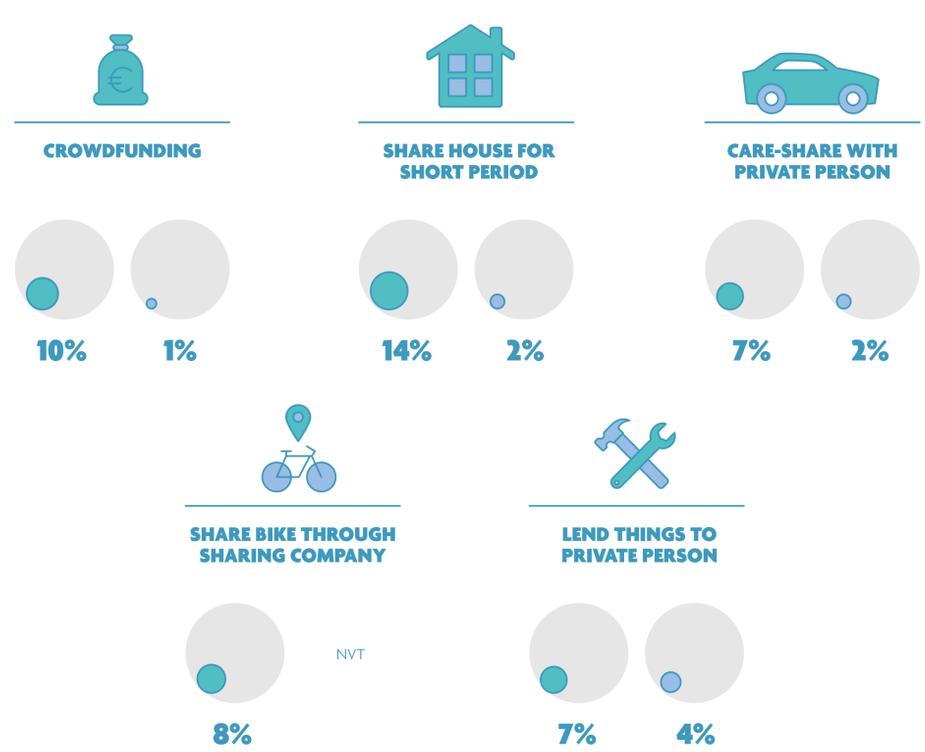
NEGATIVE ASPECTS



SHARING PLATFORMS

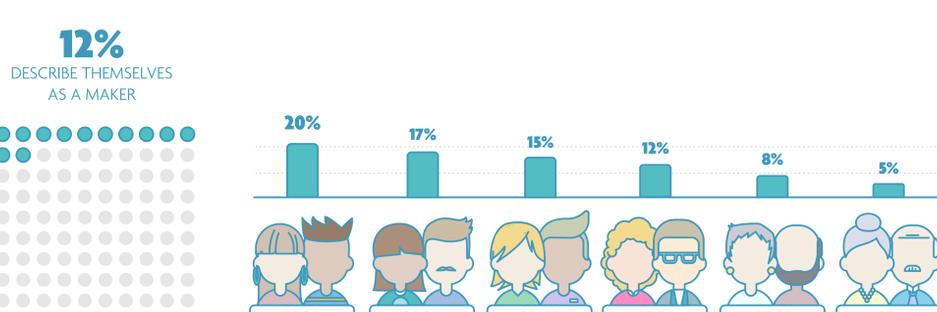
Use is still very niche

● % AS A CUSTOMER ● % AS A PROVIDER



MAKERS

Highest proportion among youngest age group



MOST COMMON MAKER ACTIVITIES:

