



A report on sharing in Vancouver

Vancity



vancouver
foundation

We are thrilled to have had the support of so many wonderful organizations in Vancouver. Thanks to our Chief Sponsors, Vancity, the City of Vancouver and Modo the Car Cooperative for being early supporters and amazing to work with.

This project would also not have been possible without the strong group of sharing organizations that exist in Vancouver. These organizations made up our Core Sponsors and their support and enthusiasm for sharing has been inspiring.

We would also like to thank the over one hundred individuals who supported this project during our crowdfunding campaign.

We look forward to working with all of you as sharing in Vancouver grows.

** Support for this project does not necessarily imply any funder's endorsement of the findings or contents of this report.*



*This project has been successful
thanks to the tremendous efforts
of our research and design team.
Thanks to everyone who has helped
in this research project.*

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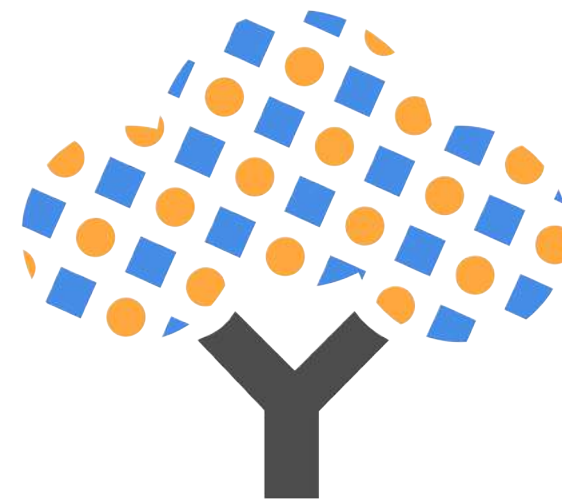
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**the sharing
project**

This report provides key evidence supporting the potential growth of Vancouver's sharing economy, and valuable information for entrepreneurs and grassroots organizers who are looking to develop new platforms for sharing.



Introduction

2011 saw the opening of the Vancouver Tool Library (VTL), a non-profit cooperative dedicated to the lending and borrowing of tools (mostly power and garden tools). The VTL quickly became part of a growing group of sharing organizations in Vancouver, British Columbia. Some of these organizations, like Modo the Car Co-Op and the Vancouver Public Library, had been around for decades, while others such as The Hive and the Vancouver Trade School were relatively new.

As one of the founders of the VTL, Chris Diplock was eager to see Vancouver's sharing economy flourish. With so many different models and definitions of sharing, Chris felt that there wasn't a complete and clear understanding of what sharing meant to Vancouverites or of the different types of activities happening within Vancouver's sharing economy. To address this knowledge gap he created The Sharing Project, a research project to measure and understand sharing activities and attitudes in Vancouver.

The Sharing Project has been researching sharing in Vancouver to provide community leaders with the knowledge needed to help facilitate an increased demand for sharing in the city. Our research aimed to:

- 1. Understand Vancouverites' definitions, reservations and attitudes toward sharing.**
- 2. Measure the demand for shared physical objects and spaces in Vancouver.**
- 3. Highlight potential opportunities to grow Vancouver's sharing economy.**

Background on the sharing economy...

In 2011, Rachel Botsman and Roo Rogers authored a best selling book titled, "What's Mine is Yours." The book chronicled the rise of the sharing economy: the renting, bartering, sharing and swapping of goods, time and space. Since then, the sharing economy has made headlines around the world, boasting such business successes as AirBnB, Zipcar and TaskRabbit. Together, these organizations and others have begun to redefine what it means to rent and share.

Economists and researchers observing this new trend have identified a number of factors that might be encouraging individuals to re-think the need for ownership and embrace the sharing model: the economy, the environment, and new systems.

The Economy: The economic crisis of 2008 prompted individuals to save money by seeking ways to benefit from the use of a product without needing to own it outright (1).

The Environment: Sharing appeals to society's increased environmental consciousness as it can both reduce the need for the extraction of natural resources and encourage the purchasing of more durable, longer lasting products (2).

New Systems: New technology has allowed for the creation of online sharing platforms that are convenient to use and allow us to quickly build trust with each other (1).

Methodology

Objectives

Sharing is complex. In order to understand and measure sharing in Vancouver we started off with five research objectives:



1

Understand people's definition of sharing



2

Measure what people are currently sharing



3

Identify what people want to borrow & lend



4

Determine preferences for who people want to share with and how they want to share it



5

Identify the factors that affect people's willingness to share

This was a multi-staged research project carried out over seven months. It involved interviews, focus groups, an open survey and a random panel survey.

Through our interviews and focus groups we explored what sharing means to people and why they share. We then used our survey to confirm findings from the focus groups and to measure current activities and future interests.

All results and analysis presented in this report are from the closed survey of 505 Vancouverites. The survey was distributed online and although we heard from multiple ethnic groups, the survey was only available in English. The survey has a margin of error of +/- 4.3% at the 95% level of confidence.

Methodology

Research Flow

1. Interviews

January - February

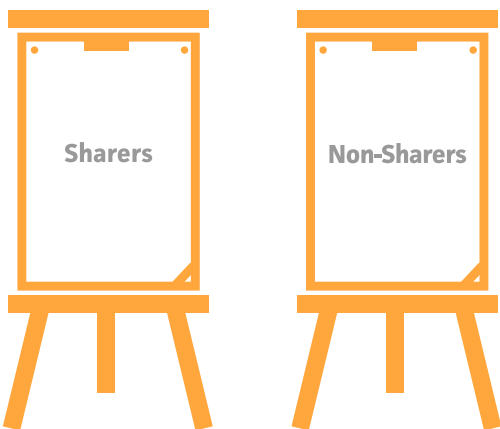
Ten one-hour interviews were conducted with leaders of Vancouver’s sharing economy.



2. Focus Groups

February - March

Four ninety-minute focus groups were conducted with both Sharers (members of a sharing organization created in the past 10 years) and Non-Sharers.



3. Open Survey

April - June

All residents in Vancouver were invited to participate in The Sharing Project’s online survey. These data are not currently being reported on but are being used to drive further research.



4. Closed Survey

June - July

A second online survey was conducted using a random sample of an online panel.
N=505 completed surveys



Methodology

Categories of physical objects and spaces

Our survey covered the borrowing and lending of the following eight categories of physical objects and spaces.



Transportation

- Standard Motorized Vehicles
(e.g., Cars, Trucks, Vans)
- Non-Motorized Vehicles
(e.g., Bicycles, Tricycles)
- Water Crafts
(e.g., Sailboats, Kayaks)
- Specialized Non-Motorized Vehicles
(e.g., Road Bikes, Mountain Bikes)
- Small Motorized Vehicles
(e.g., Scooters, Motorcycles)
- Motorized Water Crafts
(e.g., Seadoos, Motorboats)
- Aircrafts



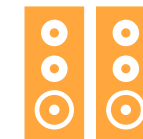
Physical Media

- Books
- DVD's/Tapes/CD's
- Newspapers & Magazines
- Video Games
- Records
- Art
(e.g., Paintings, Sculptures)



Recreation

- Outdoor Camping & Hiking Equipment
(e.g., Tents, Stoves, Packs)
- Winter Sports Equipment
(e.g., Snowshoes, Snowboards, Skis)
- General Sports Equipment
(e.g., Soccer Balls, Volleyball Nets, Hockey Sticks)
- Park Games
(e.g., Bocce Balls, Horseshoes)



Event & Entertainment Equipment

- Meeting Equipment
(e.g., Projectors, Speakers)
- Musical Instruments
- Tents & Stages
- Music Production Equipment
- Event Cooking and Serving Equipment
(e.g., Glasses, Plates, Tables for Events)



Tools

- Garden Tools
- Automotive Tools
- Bike Tools
- Craft Tools
- Woodworking Tools
- Metal Working Tools



Household Appliances

- Cleaning Equipment
(e.g., Carpet Cleaner, Window Washing)
- Cooking Equipment
(e.g., Pressure Canner, BBQ, Pig Roaster)
- Brewing & Distilling Equipment
- Children's Accessories & Equipment



Clothing

- Outdoor Clothing
(e.g., Goretex Pants, Jackets, Wetsuits)
- Casual/Everyday Clothing
- Formal Wear
(e.g., Suits, Gowns, Dresses)
- Work Attire
(e.g., Casual Suits, Dresses, Skirts)
- Costumes
- Children's Clothing



Space

- Recreation Space
- General Storage Space
- Garden Space
- Creative Working Space
(e.g., Woodshop, Craft Studio)
- Event Space
- Living Space
- Office Space
- Kitchen Space



In a place like Vancouver, sharing becomes a necessity... if you actually decided to opt out of [sharing] then you'd be opting out of living in Vancouver as far as I can imagine.

- Focus Group Participant

Sharing Happens Here

Despite a number of other recent studies into the sharing economy, The Sharing Project is the first research of its kind measuring people's interest at a municipal scale. It is also the first report we are aware of that measures the level of sharing activity happening offline between peers.

Our research is complemented by a recent study by graduate students at Simon Fraser University, showing that Vancouver is among several North American cities that have embraced new models of sharing (4). The study measured the status and outlook of sharing organizations in Vancouver.

We knew that in order to help the sharing economy grow in Vancouver, we needed to speak directly with Vancouverites. Such Vancouver-specific information allows for deeper insights that can help guide the growth of the sharing economy here in Vancouver.

Here are some of the key findings of our report...

Key Findings

Sharing – New and Old Paradigms

For some, the term sharing conjures up visions of the new sharing models (car-sharing, tool lending). For more than 60% of survey respondents, however, the term sharing was more closely associated with old models of sharing, such as communal resources and public goods. Not surprisingly, respondents reported being very active in the sharing of traditional physical objects and spaces, such as books and public parks.

Sharing Happens Here

Sharing is happening in Vancouver, as evident from the large majority of people who reported sharing with community organizations, companies and also their peers. What people share and who they share with appears to be very diverse; for example, some people choose to share transportation through organizations but choose to share clothing through friends.

Sharing Is Complex

Multiple factors influence the decisions people make about sharing. Survey results indicate that trust and convenience have the most influence on both lending and borrowing, but lenders also report being influenced heavily by the prospect of building social connections.

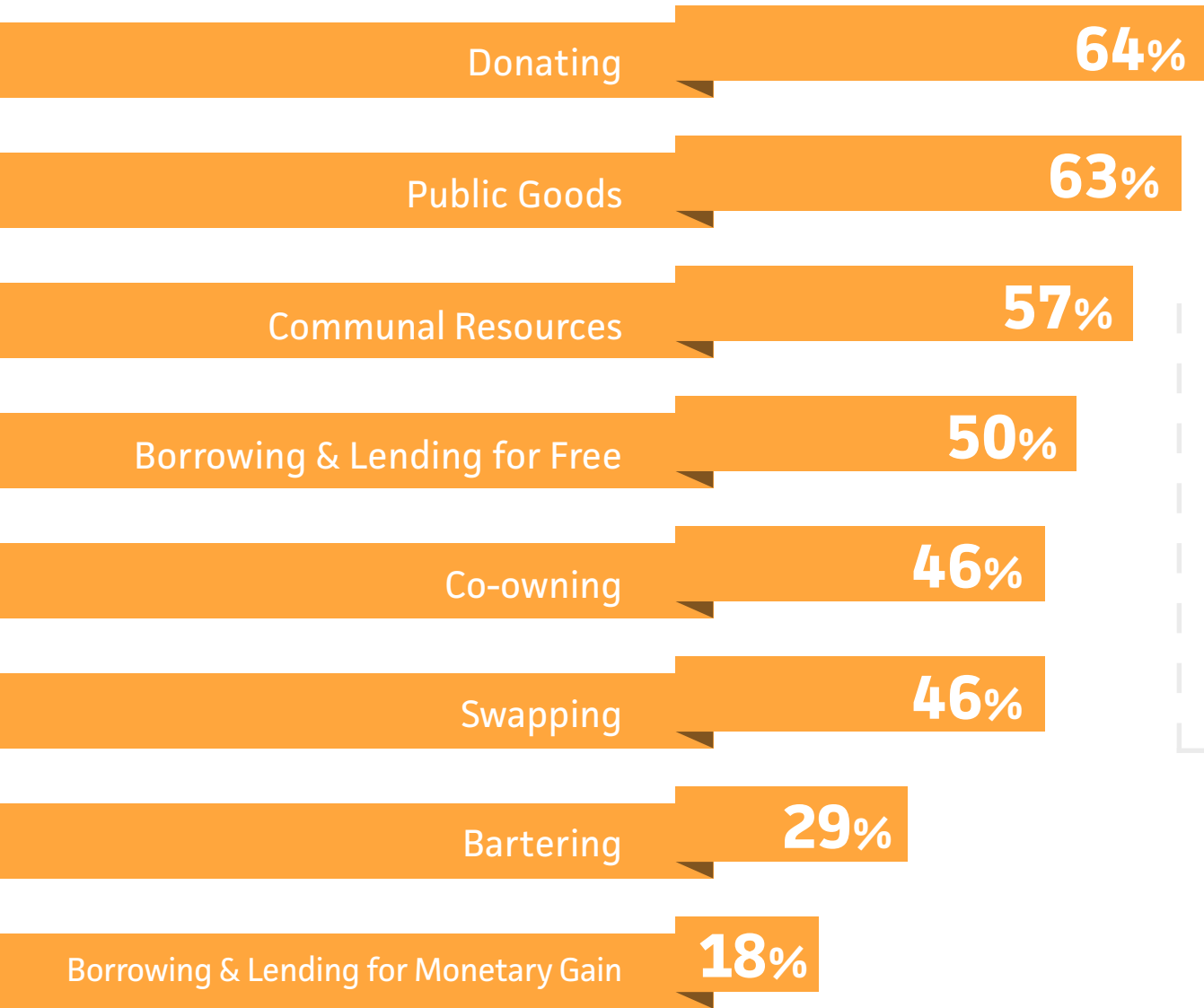
Opportunities For Sharing

One in three people reported being interested in sharing more with their peers, an encouraging finding as we look forward to increasing sharing in Vancouver. Our findings suggest that there are opportunities for organizations and companies to expand their sharing-related programming into new areas, and for peer-to-peer lending to increase.

How We Define Sharing

We set out to understand what sharing means to people. Results from our interviews and focus groups indicated that people define sharing to include lending & borrowing, swapping, trading and more. The survey revealed which of these activities are most strongly associated with sharing.

Percentage of respondents who indicated that this word/phrase has a strong association with sharing.



92%

agreed that sharing can be a passive transaction, such as sharing a seat on the bus.



Donating

The term most associated with sharing was donating. This echoes sentiments that we heard in our focus groups with Sharers, where sharing was often associated with the act of giving to others.

Older survey respondents reported a stronger association between sharing and donating than younger survey respondents did.

Public Goods & Communal Resources

Respondents' strong association between sharing and communal resources and public goods may stem from what they are currently involved in sharing. Physical Media (ie: books) and Space (ie: parks and community centres) topped the list of what people are currently sharing.

What We Currently Share

With Community Organizations & Companies



Community Organizations
are defined as non-profits, cooperatives and publicly owned organizations such as community centres.

Top 3 things respondents reported to borrow or access through a community organization:

1.



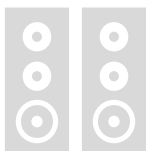
Physical Media

2.



Space

3.



Event & Entertainment Equipment



Companies
are defined as businesses that are profit driven.

Top 3 things respondents reported to borrow or access through a company:

1.



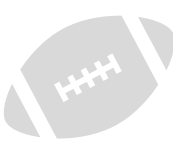
Transportation

2.



Physical Media

3.



Recreation Equipment

73%

of respondents currently share through a community organization or company in at least one of the eight categories.

Respondents ages 18-25 were at least 5% more likely to share through an organization or company in all categories compared to their older counterparts.

People indicated sharing more with companies than community organizations in every category except Clothing, Physical Media, and Space. These exceptions are supported by recent work by the Vancouver Foundation that found that 83% of people in the Lower Mainland visited a library or community centre in the past year (3).

What We Currently Share

With Peers



Peers
are defined as friends & family, neighbours or random community members.

Top 3 things respondents reported to be lending and/or borrowing with peers:

Friends & Family

1.



Physical Media

2.



Transportation

3.



Recreation Equipment

Neighbours

1.



Repair & Maintenance Tools

2.



Physical Media

3.



Space

Random Community Members

1.



Physical Media

2.



Space

3.



Event & Entertainment Equipment

85%

of respondents currently share with their peers in at least one of the eight categories.

Although community organizations and companies get the spotlight when it comes to sharing in Vancouver, more people reported sharing with their peers than with a community organization or company.

Repair & Maintenance Tools ranked as the number one good currently being shared with neighbours. This is supported by a further finding that Repair & Maintenance Tools are also the number one thing respondents want to be lending to their neighbours.

Where We Share

Throughout the research project we heard about the importance of where we share. We explored sharing in both physical spaces as well as online.

Sharing Items In a Physical Space

During our focus groups we heard that when you share a space, you share more than just the space itself. When properly created, a shared space can combine three elements of sharing in one: shared space, shared tools and shared knowledge. In a place like a shared office space, all three of these elements combine to create some of the most unique and exciting initiatives in the city. As we look forward to how to increase sharing in Vancouver, we should acknowledge the importance of all three elements and the synergy that happens when they are combined.

“We share stories a lot just being around the same space, so I find there’s a lot of unexpected things that you end up sharing, like just experiences that you end up sharing that you wouldn’t have thought you would when you signed up.”

- Focus Group Participant

Sharing Through An Online Service

In our survey we asked a number of questions about how Vancouverites share online. Here’s what we heard:

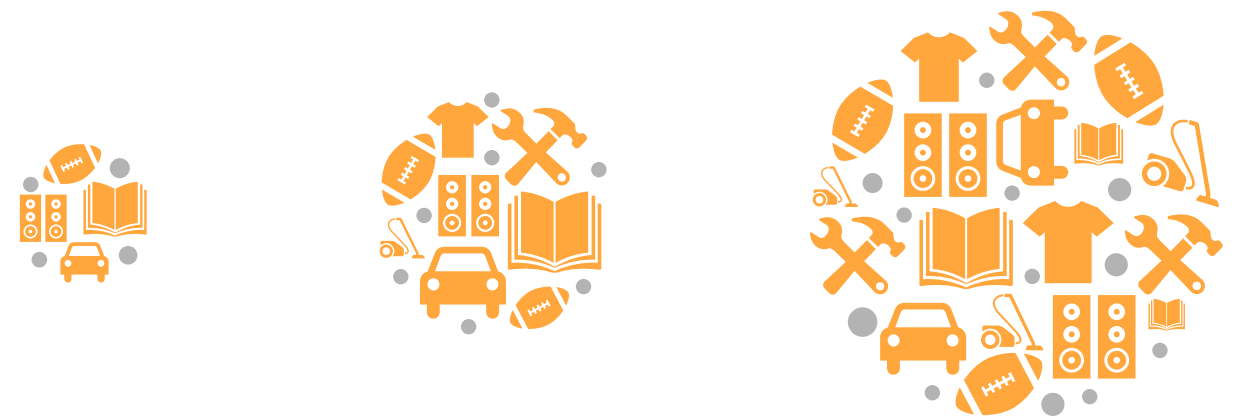
- Surprisingly, less than 10% of respondents reported that they currently lend and/or borrow physical objects or spaces with peers through an online service (e.g., AirBnB, Couchsurfing). Of this group, 92% agreed that the presence of an online service makes it easier to lend and/or borrow with people they don’t know. 70% of this group of respondents agreed that sharing online has helped them share offline.
- Of the 79% who reported not to currently lend and/or borrow physical objects or spaces with peers through an online service, 52% said the presence of an online service would make it easier to lend and/or borrow with people they don’t know.

Overall, most respondents are interested in the convenience and access that online services can provide. Most respondents reported to not be using an online service for peer-to-peer sharing but are interested in using one. Those who are using an online service for peer-to-peer sharing seem to have had a favourable experience with it.

Trends in Sharing

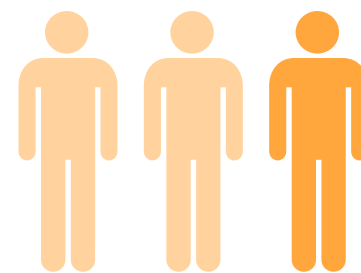
We wanted to understand what people's perceptions were about the future of sharing in Vancouver. We measured not just interest in sharing but also people's anticipation of sharing, as anticipation captured people that are uninterested but may see sharing as a growing trend.

More than 50% of Vancouverites anticipate that their sharing of physical objects and spaces will increase over the next 3-5 years.



Percentage of people surveyed interested in borrowing or lending at least one physical object or space.

81% **BORROWING**
78% **LENDING**



1 out of every 3 people in Vancouver are interested in sharing more with their peers, with individuals 26 to 40 reporting the most interest of all age groups.

Borrowing

This section will go deeper into the research results about borrowing. We will discuss:

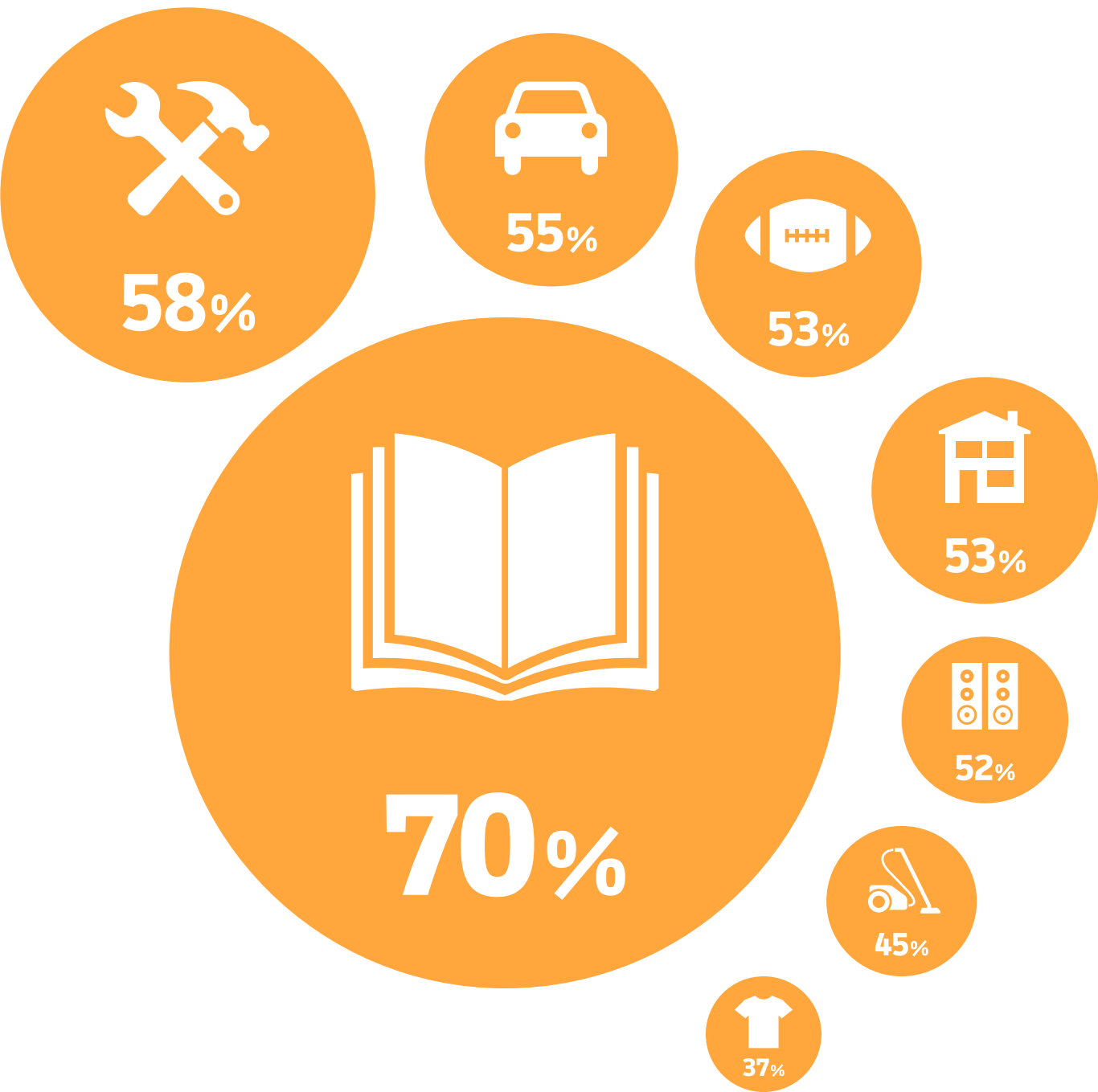
- **What respondents are interested in borrowing**
- **Factors that affect borrowing with peers**
- **How respondents prefer to borrow**

Unless otherwise indicated, the use of the word borrowing in this section refers to borrowing for free.













What We Want To Borrow

The following graphic displays the percentage of respondents who were “somewhat interested”, “interested”, or “very interested” in borrowing the following physical objects and spaces.



Those That Are Very Interested

Respondents who were “very interested” in the major categories [at left] reported the following top three subcategories of interest:

	Physical Media	
	Books	82%
	DVD's/Tapes/CD's	75%
	Repair & Maintenance Tools	
	Garden Tools	62%
	Automotive Tools	58%
	Transportation	
	Bike Tools	49%
	Standard Motorized Vehicles	58%
	Recreation Equipment	
	Non-Motorized Vehicles	57%
	Water Crafts	53%
	Space	
	Camping & Hiking Equipment	68%
	Winter Sports Equipment	61%
	Event & Entertainment Equipment	
	General Sports Equipment	56%
	Recreation Space	63%
	Household Appliances	
	General Storage Space	54%
	Garden Space	52%
	Clothing	
	Meeting Equipment	55%
	Musical Instruments	53%
	Tents & Stages	51%
	Household Appliances	
	Cleaning Equipment	61%
	Cooking Equipment	55%
	Brewing & Distilling Equipment	43%
	Clothing	
	Outdoor Clothing	55%
	Casual/Everyday Clothing	55%
	Formal Wear	52%

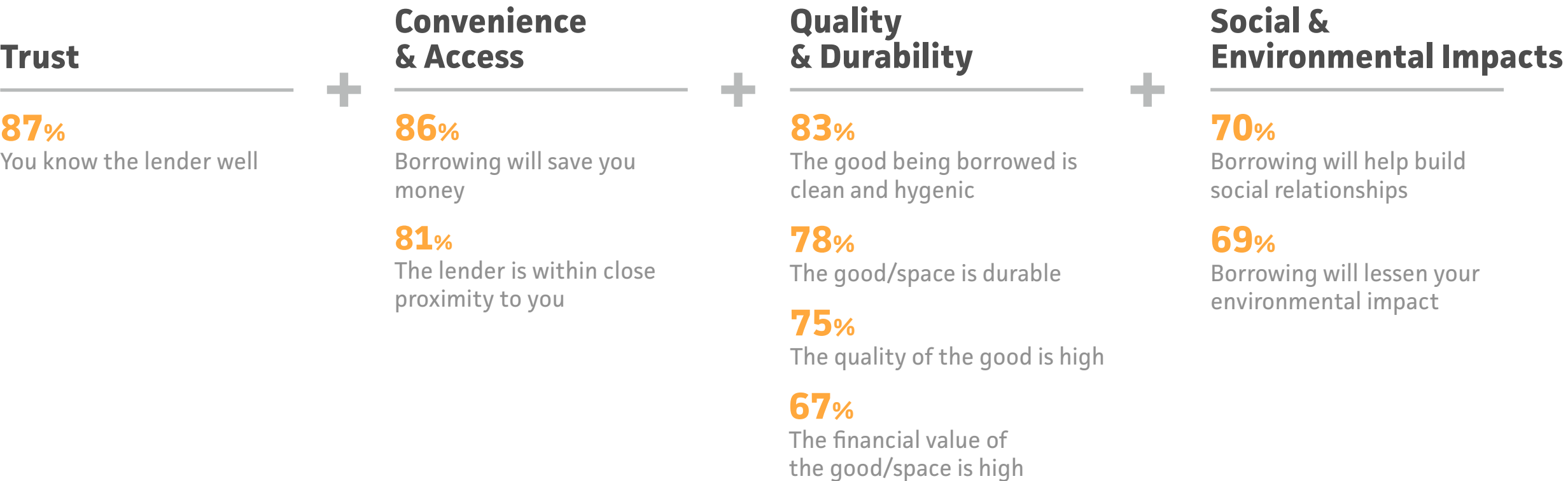
Factors That Affect Borrowing With Peers

Sharing with peers is complicated. There is no single factor that affects people’s decision as to whom to lend and borrow with. Rather, there are multiple factors at play. Below we show the percentage of respondents who indicated that each factor increased their likeliness to borrow from their peers. We call this “the sharing equation”.

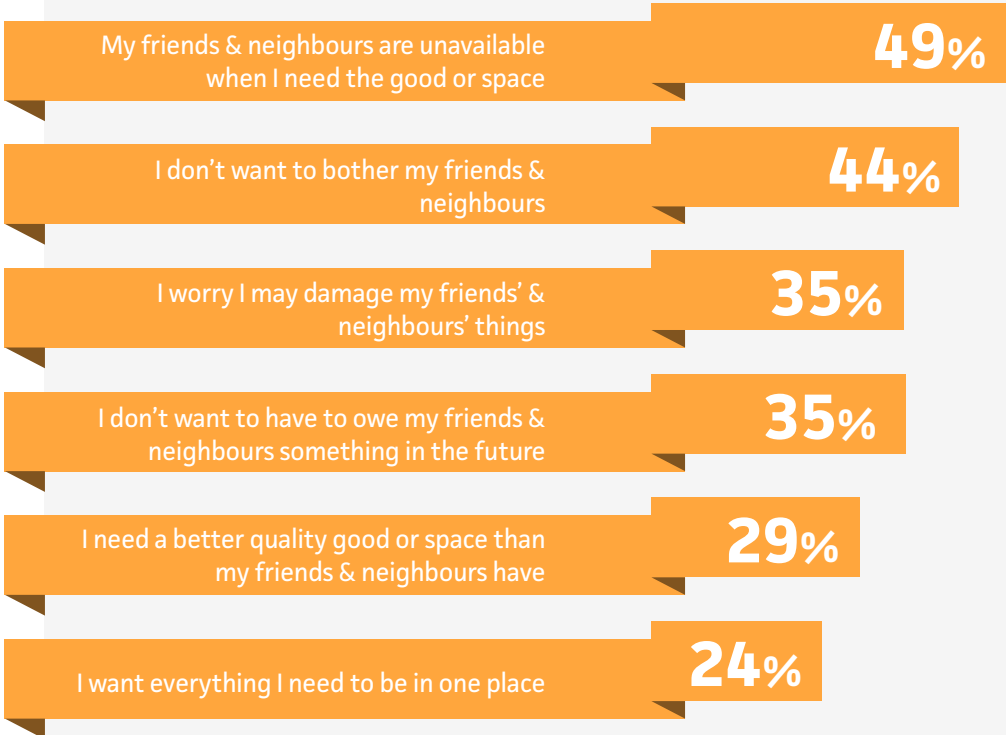
As the data demonstrates, factors related to “Trust” and “Convenience & Access” have the greatest effect on whether or not people choose to borrow from their peers. As shown by the graph on the right, “Convenience & Access” are not only a major factor in why we borrow from our peers but also in why we choose to borrow from community organizations and companies.

Although “Social & Environmental Impacts” were reported to have less influence than other factors, their effect on the sharing equation is by no means small, increasing at least 69% of people’s willingness to borrow from their peers.

The percentage of respondents who indicated that each factor increased their likeliness to borrow from their peers.



Why people would choose to borrow from community organizations and companies rather than their peers.



How We Prefer To Borrow

We wanted to know how respondents prefer to borrow physical objects and spaces. We asked respondents who were “very interested” in borrowing (a subset of the total group of respondents) about who they wanted to borrow from, how far they were willing to travel to borrow something, and whether or not they preferred this transaction to be facilitated by an online service.

Who To Borrow From

Our results indicate that, in general, these respondents prefer to borrow from their peers. With the exception of space (which respondents preferred to borrow from a community organization), friends and family topped respondents’ preference as to whom to borrow from across every category.

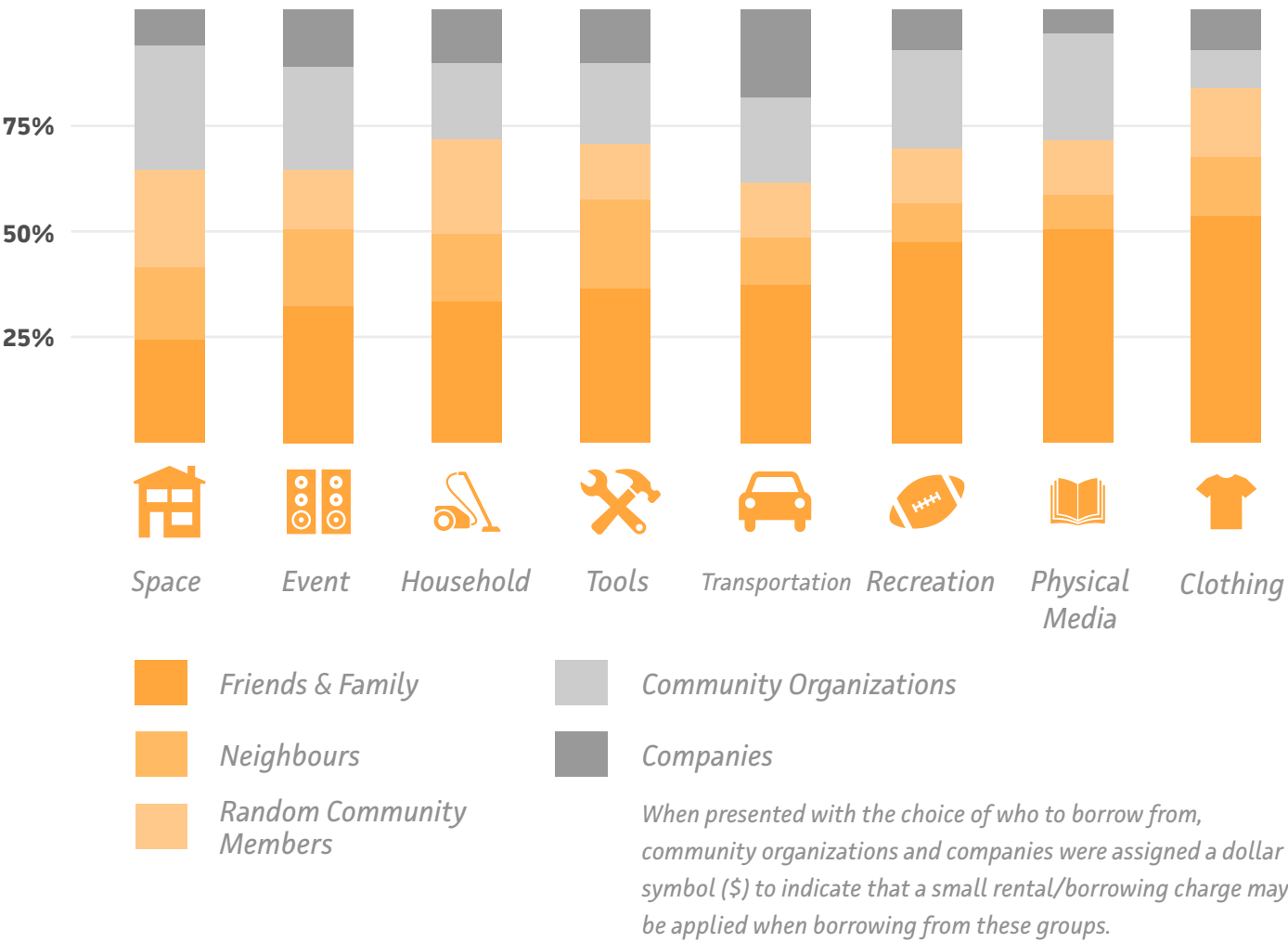
The factors related to “Trust” and “Access & Convenience” are the most influential in increasing people’s willingness to borrow. It is therefore not surprising that groups that are generally considered trustworthy (friends & family and community organizations) are in the top three choices of whom to borrow from in seven out of eight categories.

Proximity

We asked these respondents how far, in distance, they would be willing to travel to borrow a physical object or space. At least 60% of these respondents chose options that were within their neighbourhood (within 12 blocks).

Respondents that were “very interested” had a particularly low willingness to go further than their neighbourhood to borrow Recreation Equipment & Household Appliances.

Who respondents that were “very interested” preferred to borrow from.



Online

At least 58% of these respondents indicated their preference for the borrowing transaction to be facilitated by an online service in every category except Repair & Maintenance Tools, Household Appliances and Physical Media (where the preference sunk below 50%).

Lending

This section will go deeper into the research results about lending. We will discuss:

- **What respondents are interested in lending**
- **Factors that affect lending to peers**
- **How we prefer to lend**

Following our broad definition of what it means to share, we asked respondents whether they prefer to lend, rent or donate their belongings. This section reports on all of those options.














What We Want To Lend

The following graphic displays the percentage of respondents who were “somewhat interested”, “interested”, or “very interested” in lending the following physical objects and spaces.



Those That Are Very Interested

Respondents who were “very interested” in the major categories [at left] reported the following top three subcategories of interest:

	Physical Media	
	Books	78%
	DVD's/Tapes/CD's	70%
	Repair & Maintenance Tools	
	Garden Tools	63%
	Craft Tools	60%
	Event & Entertainment Equipment	
	Tables & Chairs	64%
	Dishes & Cutlery	58%
	Recreation Equipment	
	Tents & Stages	56%
	Camping & Hiking Equipment	69%
	Household Appliances	
	Winter Sports Equipment	69%
	General Sports Equipment	64%
	Space	
	Cleaning Equipment	63%
	Cooking Equipment	59%
	Transportation	
	Brewing & Distilling Equipment	47%
	Living Space	55%
	Clothing	
	General Storage Space	54%
	Recreation Space	52%
	Transportation	
	Non-Motorized Vehicles	68%
	Specialized NMV	60%
	Clothing	
	Standard Motorized Vehicles	58%
	Formal Wear	64%
	Clothing	
	Work Attire	60%
	Outdoor Clothing	59%

Factors That Affect Lending With Peers

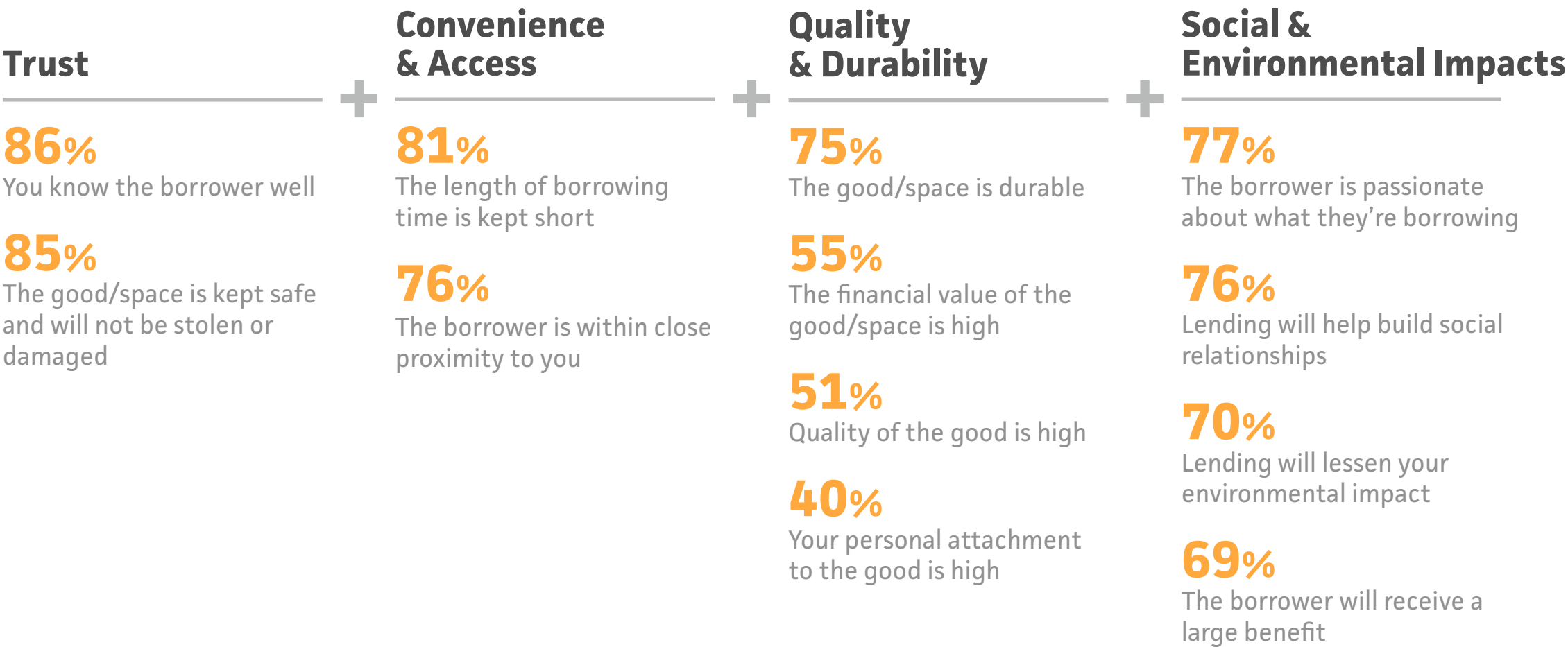
While “Trust” and “Convenience & Access” continue to dominate our sharing equation, lending appeared to be affected by social factors more than borrowing did.

Over 75% of respondents said that the prospect of building social relationships increased their willingness to lend a good. A recent report by the Vancouver Foundation showed that the most often cited ‘major barrier’ to community engagement is the belief that people don’t have much to offer (27%) (3).

Sharing may provide a solution, where people who now feel as though they have something to lend can use sharing as a way to build social relationships.

Personal attachment to the good was the only factor of all twelve factors that was found to decrease more than increase people’s willingness to lend.

The percentage of respondents who indicated that each factor increased their likeliness to lend to their peers.



How We Prefer To Lend

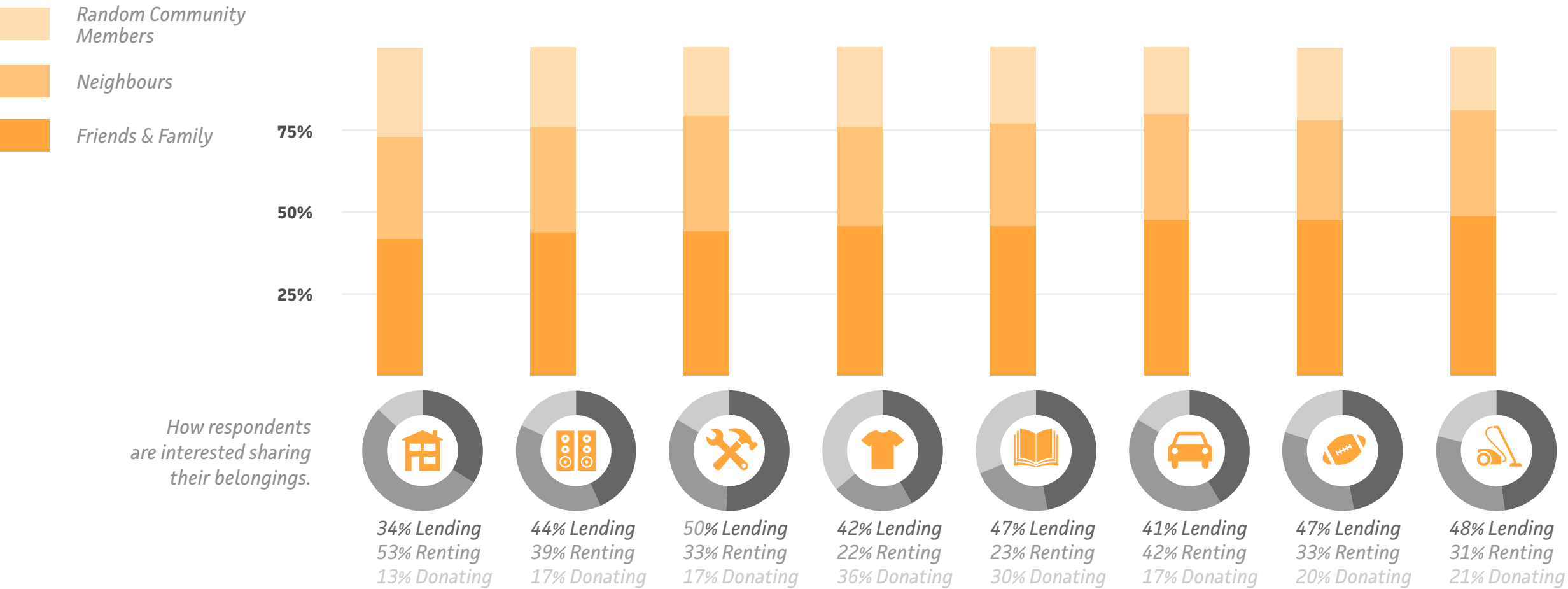
We wanted to know how respondents would prefer to lend physical objects and spaces. We asked respondents who were “very interested” in lending (a subset of the total group of respondents) about who they would prefer to lend to, whether they wanted to lend, rent or donate their belongings, and whether they would prefer for this transaction to be facilitated by an online network. Questions around proximity were not asked as we assumed that proximity to the borrower would only increase the appeal.

We found that these respondents prefer to lend to their friends and family. Friends and family topped respondents’ preference for who to lend to across every category of physical object and space.

With the peer-to-peer rental market garnering a significant amount of attention lately, it’s no wonder that across almost all categories, at least 1 in 3 respondents were interested in “renting” as a way to share their belongings with peers. Respondents were particularly interested in renting out their space and vehicles.

In six of the eight categories, lending was the preferred way to share their belongings. This preference to lend instead of rent may come from the apparent importance of building social relationships through lending. Fewer than 43% of these respondents preferred for the lending or renting transaction to be facilitated by an online service.

Who respondents that were “very interested” preferred to lend to.



Opportunities to Grow Vancouver's Sharing Economy

Our research revealed that Vancouverites are both highly interested in sharing currently and anticipate that they will be sharing more in the future. There is much room for the growth of Vancouver's sharing economy. That growth will depend on the expansion and diversification of new and existing peer-to-peer networks, organizations and companies.

In this section, we will explore the key implications of our research findings as they relate to the future of sharing in Vancouver. We will discuss:

- **Definition of Sharing: Building Awareness**
- **What We Will Share**
- **Who We Will Share With**
- **How We Will Share**
- **Capitalizing on Sharing's Social Impact**

Opportunities: How to Grow Sharing

Definition of Sharing: Building Awareness

Our research sought to determine how Vancouverites define sharing and what types of activities they associate with the term. For some, the term sharing conjures up visions of the new sharing models (ie: car-sharing, tool lending). For more than 60% of survey respondents, however, the term sharing was more closely associated with old models of sharing, such as communal resources and public goods. Not surprisingly, respondents reported being very active in sharing traditional physical objects and spaces, such as books and public parks. This is an indication that, in Vancouver, the new sharing movement is still not as widely recognized as older models of sharing are.

In order for sharing to grow in Vancouver, we see the need for new sharing organizations to work together with established sharing organizations. This collaboration would associate old institutions with the new sharing movement and new institutions with the reputation and trust that older institutions have already established.

How do we move forward? We see the need for the formation of a network of sharing organizations which could serve as a forum for new and old sharing institutions to cooperate, working together to build presence and to learn from one another.

What We Will Share

Our research measured what types of physical objects and spaces people are currently sharing in Vancouver and what they are interested in sharing in the future. We believe that those items which people are interested but not currently active in sharing have high potential to be shared

in the future. These include tools, recreation equipment and event and entertainment equipment. New or existing sharing organizations looking to expand what they offer to Vancouver sharers should consider these items as ones with high potential.

Vancouverites' interest in sharing transportation, physical media and spaces should not be discounted, but note that these are items that people are both interested in and currently active in sharing. While this sharing niche is already on a healthy growth path, with organizations like the Vancouver Public Library and Modo the Car Co-op charting the way, there may still be room for innovation.

Who We Will Share With

The Sharing Project asked respondents not only what, but also how and with whom they want to share. When it comes to borrowing, friends & family and community organizations are in the top three choices of whom "very interested" respondents want to borrow from in seven out of eight categories of physical objects and spaces.

78% of Vancouverites are interested in lending at least one type of physical object or space. Of those who reported being "very interested" in lending, more than 50% indicated they would lend to neighbours and random community members in all eight categories.

Together, these findings suggest that there are opportunities for community organizations and peer-to-peer sharing platforms to expand into the promising sharing niches mentioned above.

Opportunities, Continued

How We Will Share

As existing sharing organizations expand and new organizations are founded, they should consider the following two key implications of our findings about how we will share:

- People don't want to travel far in order to borrow, preferably staying within their own neighbourhood. This indicates that a specific sharing model, for example a tool lending library, may be replicable across multiple neighbourhoods in the city.
- People now demand the convenience of an online system to facilitate their borrowing activities. At least 58% of "very interested" respondents indicated their preference for the borrowing transaction to be facilitated by an online service in every category except Repair & Maintenance Tools, Household Appliances and Physical Media (where the preference sunk below 50%). We see this as a major driver of people's decision to borrow from community organizations or companies rather than their peers.

Capitalizing on Sharing's Social Impact

Our focus group findings initially revealed that the potential to build social connections was a key perceived benefit of sharing with one's peers. Survey results confirmed this finding and refined the notion that Vancouverites' desire to connect with others is a driver of their motivation to lend to peers.

This is an important finding for new and existing sharing organizations or companies, who can appeal to the desire to connect by offering more than just a platform through which to exchange physical objects. We heard from Sharers that they found more meaning in organizations who offered a space in which members could connect over their mutual passions.

Final Thoughts

Without a doubt, Vancouverites are interested in sharing. As in other cities, sharing in Vancouver has the potential to improve our social and financial well-being, while reducing the environmental impact of our urban lifestyles.

This report has provided key evidence supporting the potential for the growth of Vancouver's sharing economy, and valuable information for entrepreneurs and grassroots organizers who are looking to develop new platforms for sharing. The implications of our findings in terms of defining sharing, what we will share, who we will share with, how we will share and how to capitalize upon the social impact of sharing will help guide the growth of Vancouver's sharing economy.

All the physical goods and spaces that a community needs exist within our own neighbourhoods. Sharing has the potential to connect the people who have these things with the people who need them in efficient and meaningful ways.



Collective Research Group

Collective Research Group is a small research firm in Vancouver.

We specialize in researching community issues.

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3. <http://vancouverfoundation.ca/sites/default/files/documents/VanFdn-SurveyResults-Report.pdf>
4. To access the Simon Fraser University Masters students' report please visit <http://thesharingproject.ca>