

A modern work week.

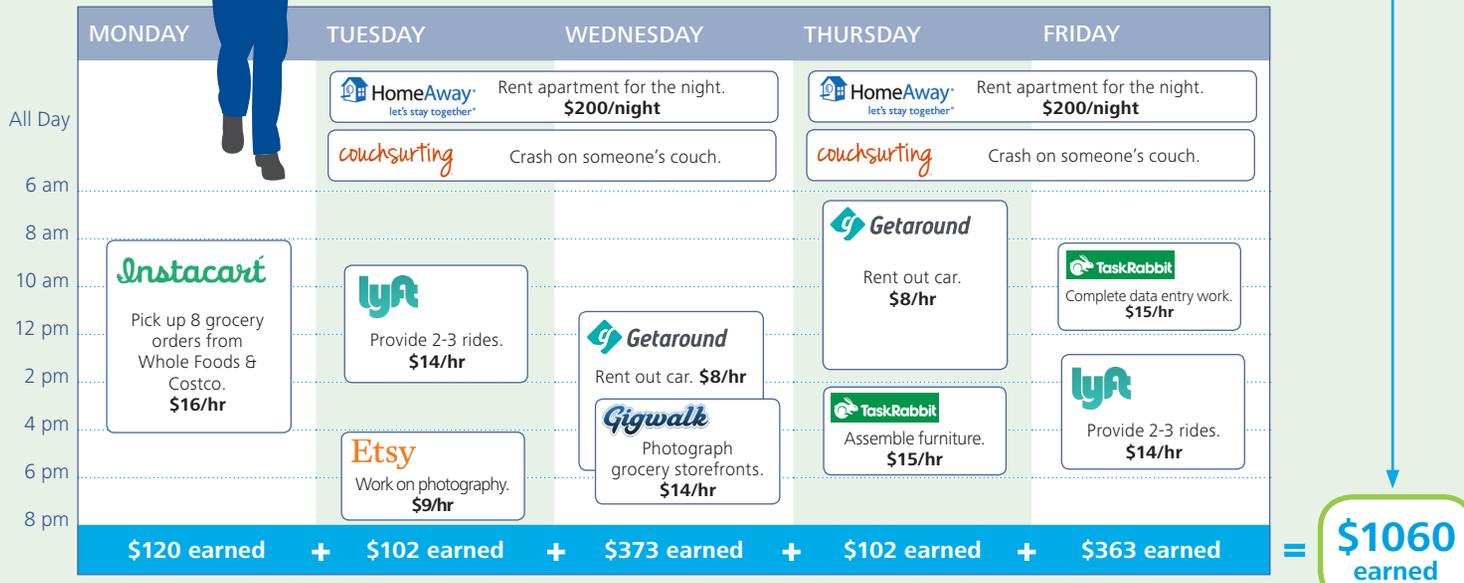
How much can you earn in the sharing economy?



Bob is a 22 year-old aspiring architect from San Francisco who is saving up for grad school, drives a Ford Focus, and lives in a studio apartment. He is a photography enthusiast.

He makes \$1060 per week in the sharing economy.

Bob's average work week in the sharing economy:



How does that compare?

A sample work week for a single worker in the sharing economy is \$1060, or: **\$55,120 a year**

For the median U.S. wage worker:¹ **\$40,352 a year**

For the average Retail wage worker:¹ **\$22,440 a year**

For the Federal Minimum Wage:¹ **\$12,956 a year**

x52 weeks

What is the Sharing Economy?

The sharing economy refers to the growing marketplace of economic agreements between two parties, usually enabled by a digital platform, which enables use or consumption of a product, service, or activity without full ownership.



3 out of 4

people believe they will increase their sharing of physical objects and spaces in the next 5 years.²



3 million

people from **235 countries** have couch-surfed.³



\$26 billion

worth of the consumer peer-to-peer rental market.⁴



\$3 billion

was raised by crowdfunding in 2013, double **\$1.5 billion** raised in 2011.⁵



2.2 million

bike-sharing trips are taken each month.⁶

How can your products and services thrive in the sharing economy?

Monitor **Deloitte.**

Follow @DeloitteStratOp

About Deloitte

As used in this document, "Monitor Deloitte" means the Strategy practice of Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entry in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

Copyright © 2014 Deloitte Development LLC. All rights reserved. Member of Deloitte Touche Tohmatsu Limited

- 1 Bureau of Labor Statistics, 2012
- 2 "Sharing Economy Research", Latitude
- 3 "The Sharing Economy", *Fast Company*, 2013
- 4 Rachel Botsman "What's Mine is Yours: The Rise of Collaboration Consumption"
- 5 Deloitte TMT Predictions 2013
- 6 "The Sharing Economy", *Fast Company*, 2013