



# The Sharing Economy

National League of Cities Center for City  
Solutions and Applied Research

NATIONAL  
LEAGUE  
of CITIES | CENTER  
FOR CITY SOLUTIONS  
AND APPLIED RESEARCH

# Sharing and the City

## Why Sharing?

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**Urbanization**



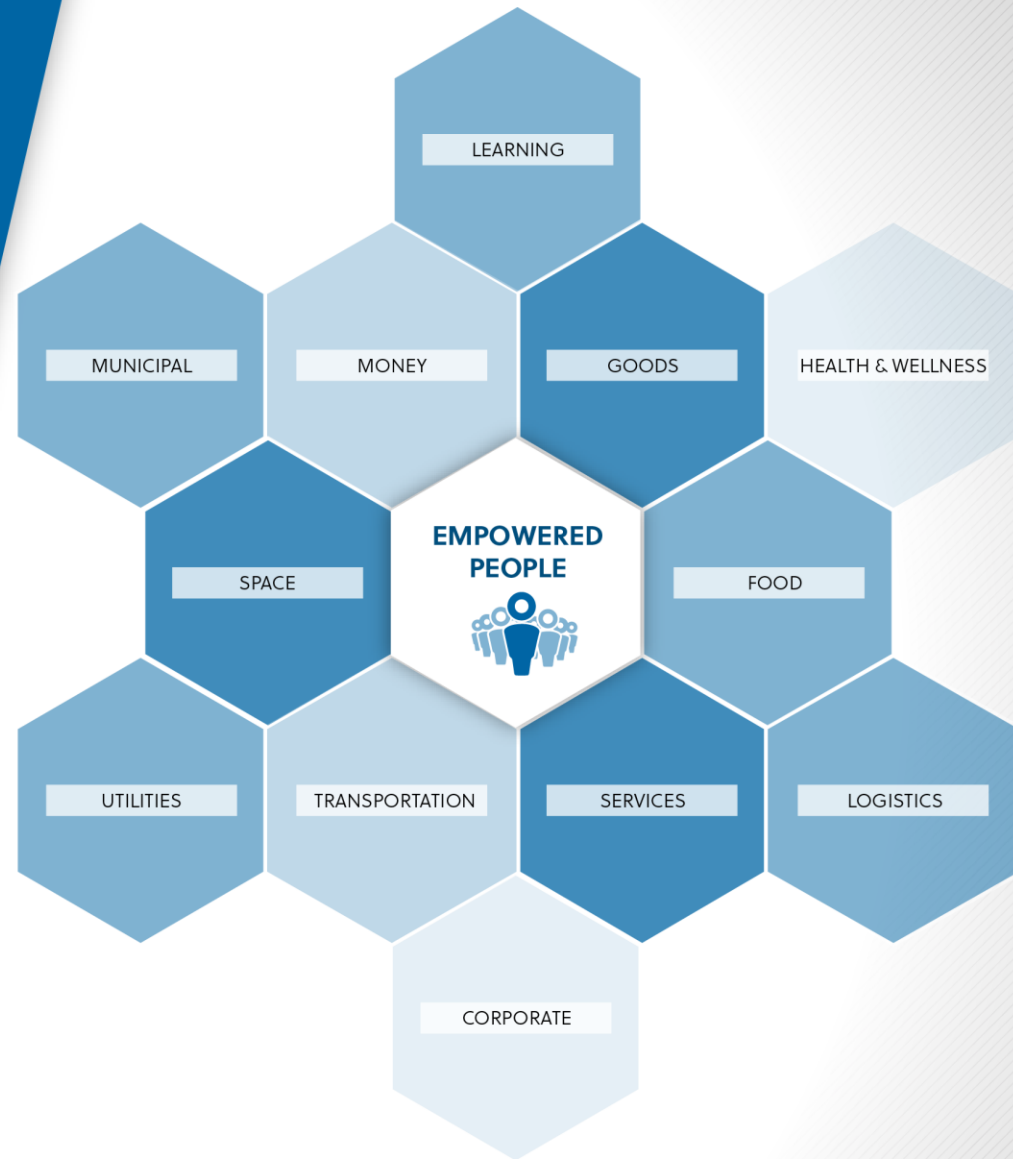
**Economics**



**User Preference/Lifestyle**

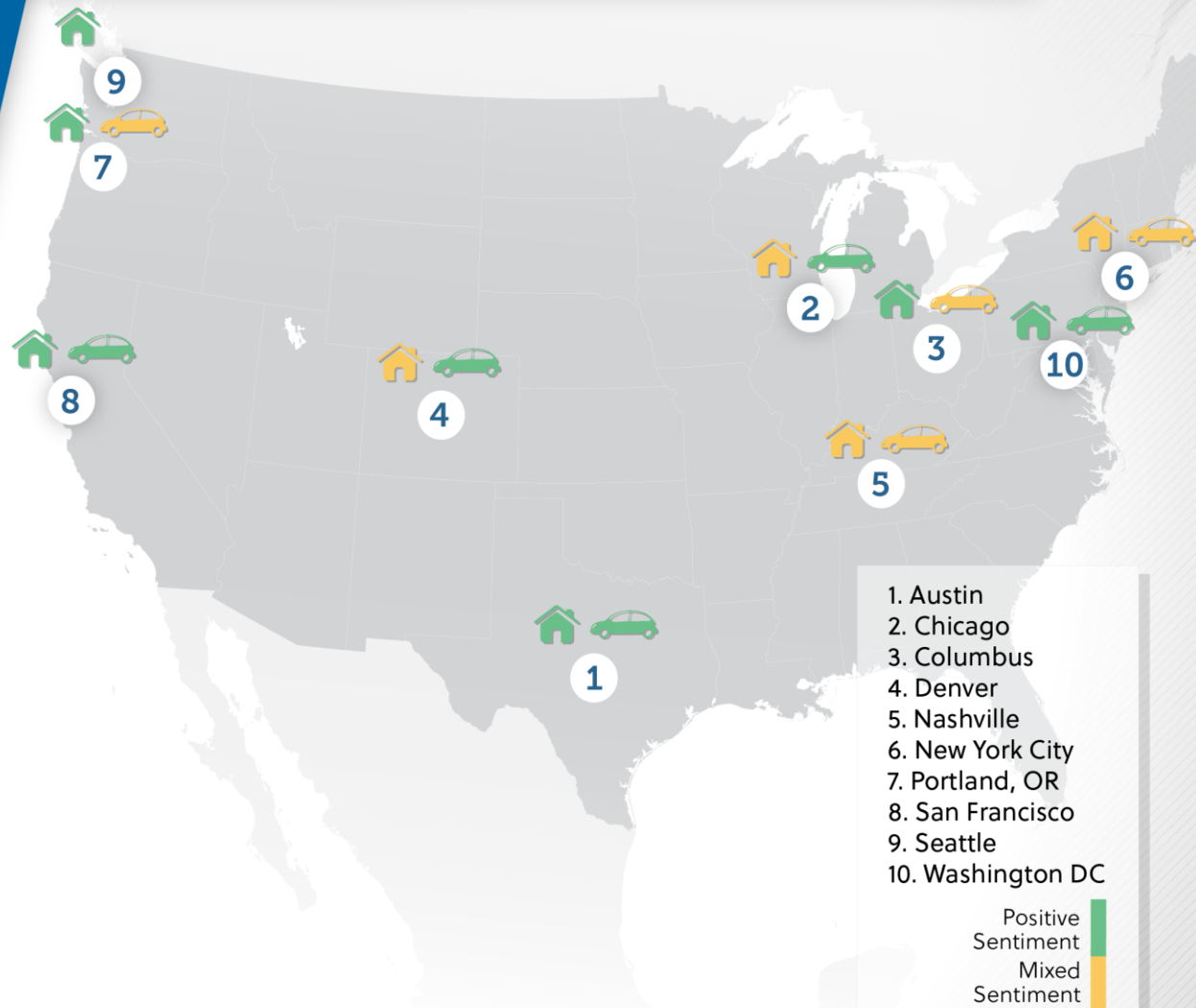
*Cities are welcoming these new business models, despite regulatory barriers and the swift and sometimes aggressive nature of their immersion.*

# Collaborative Economy Honeycomb



# Sharing and the City

## City Sentiment regarding Homesharing and Ridesharing





# Cities, the Sharing Economy, and What's Next

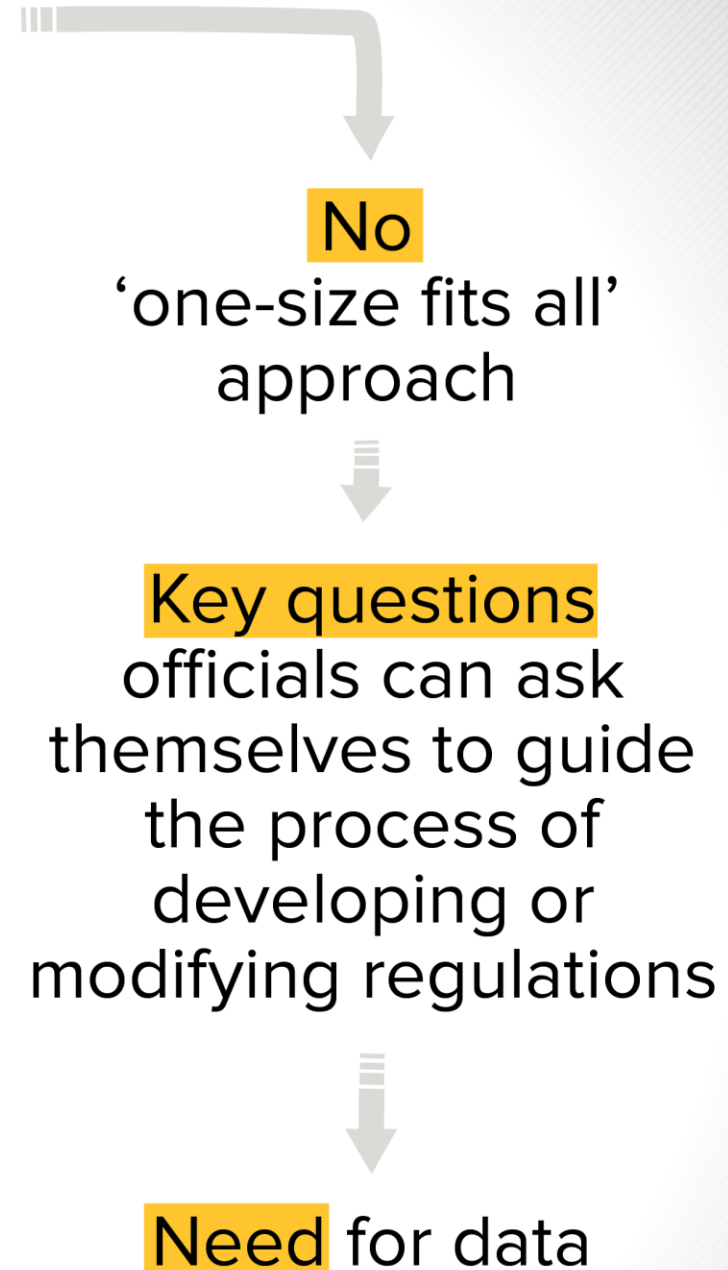
CITIES, THE SHARING ECONOMY  
and WHAT'S NEXT



# Cities, the Sharing Economy, and What's Next



# Cities, the Sharing Economy, and What's Next



# Shifting Perceptions of Collaborative Consumption



Shared Office



Homeshare

Shifting Perceptions of Collaborative Consumption

Bikeshare



Rideshare





# Shifting Perceptions of Collaborative Consumption

## Concerns about the sharing economy include:

Public safety, lack of insurance, general safety concerns

61%

Protection of traditional service providers and industry participants

10%

Non-compliance with current standards

9%

## Benefits of the sharing economy include:

Improved services

22%

Increased economic activity

20%

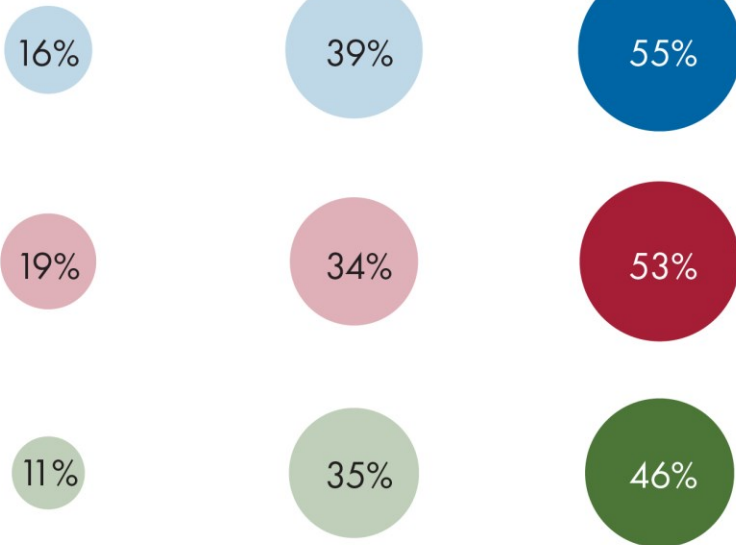
Increased entrepreneurial activity

16%

# Shifting Perceptions of Collaborative Consumption

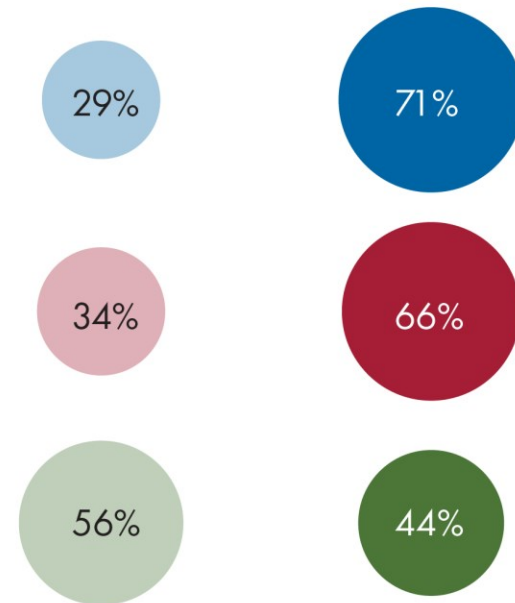
## City growth in sharing economy businesses

Rapid Growth      Growth      Combined



## Local government support of sharing economy growth

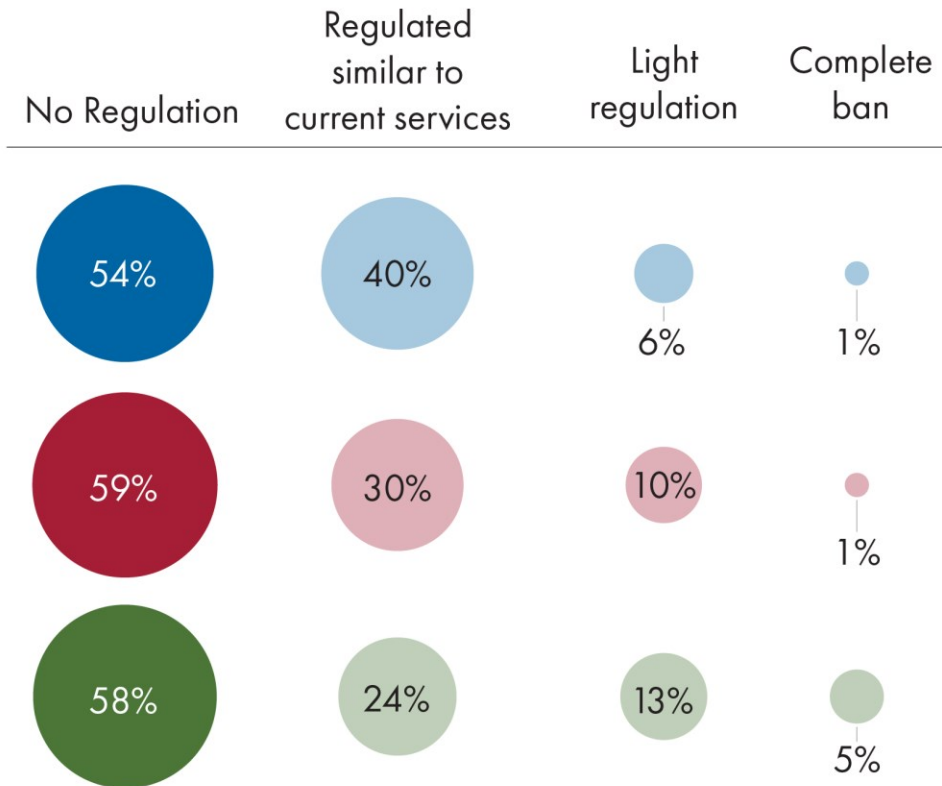
No      Yes



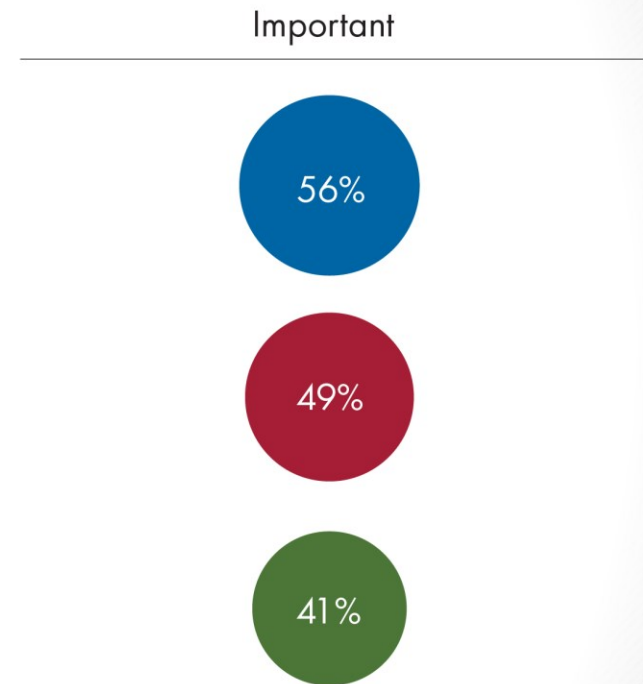
Overall Sharing Economy      Ridesharing      Homesharing

# Shifting Perceptions of Collaborative Consumption

## Cities' regulatory response to the sharing economy



## Cities rate the importance of developing new sharing economy policies



■ Overall Sharing Economy 
 ■ Ridesharing 
 ■ Homesharing

# Questions?

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