# The Emerging Collaborative Economy in Australia

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**Research by:** Vision Critical in partnership with Collaborative Lab and Nine!
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## Why we choose this research?

This is the first study that examines the uptake and enthusiasm for collaborative economy services in the Australian Market. As such it provides a basic understanding of the collaborative economy in Australia.

## Key findings

- 61% of the population are aware of the collaborative economy services in Australia.
- 53% of the people have participated in collaborative economy activities in the year 2013.
- 54% of those who have participated in collaborative economy activities were using mobility sharing services.
- 76% of the survey takers were consumers, 35% were service provider and 18% were both.

## Reference

The emerging collaborative economy in Australia (2014). Retrieved from: http://collaborativeeconomy.com/wp/wp-content/uploads/2015/04/CollaborativeEconomyAUreportF.pdf