



Accenture Public Service Pulse Survey

# Sharing Results: Government Innovation in the "We Economy"

A stylized graphic consisting of three light blue person icons. The top icon is larger and has a vertical line extending downwards from its base, which then splits into two lines that extend outwards and downwards, resembling a podium or a central figure. Below this are two smaller person icons. To the right of these icons is a large, dark blue arrow pointing to the right, with the text "High performance. Delivered." written in white across its body.

High performance. Delivered.

From Airbnb, Uber and Lyft to other sharing economy services, consumers have embraced the shift from the "Me Economy" to a "We Economy." But a recent Accenture Public Service survey of more than 3,000 US citizens and 130 public service leaders reveals a clear gap between citizens' acceptance of these models and government's plans to engage digital channels to embrace sharing economy opportunities.

Here are some of the key findings:



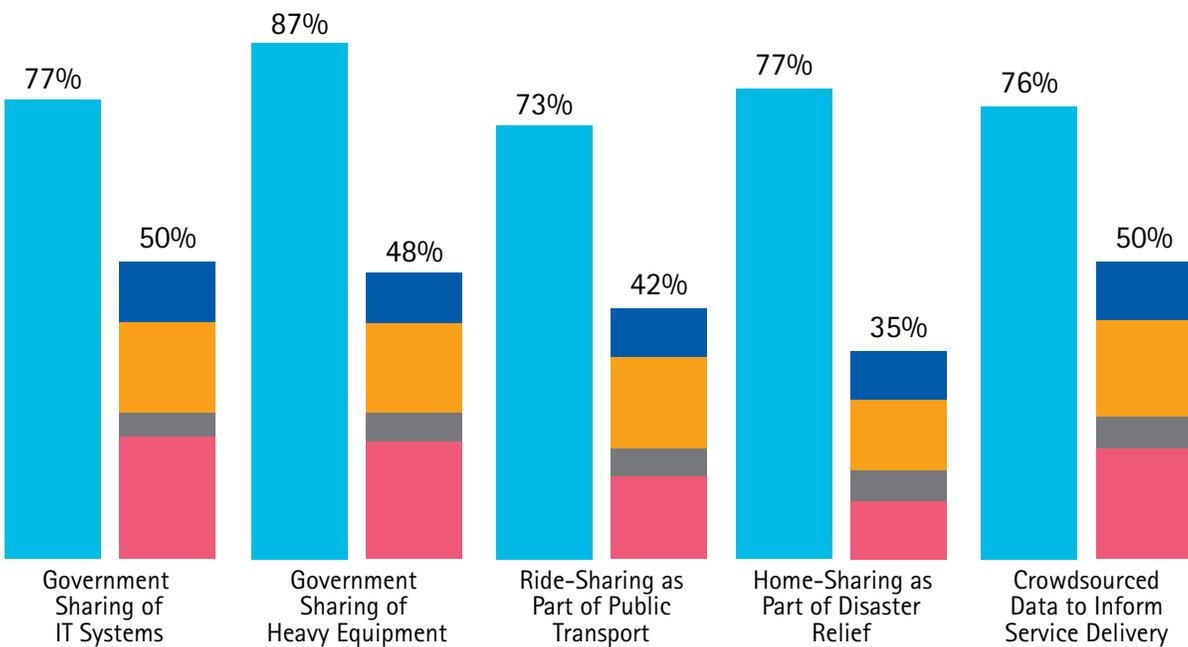
Citizens strongly support the sharing economy.

Between 73% and 87% of citizens support a range of potential sharing economy services.



Government utilization is lagging.

Regardless of the type of collaborative consumption considered, fewer than half of the leaders in government organizations say they will consider utilizing such models over the next 10 years. Fewer than one in five are considering it today.



■ Citizens supporting the idea  
 Governments considering implementation of the idea:  
■ Today    ■ Within the next 1-2 years    ■ Within the next 3-5 years    ■ Within the next 6-10 years



## Government is unprepared.

Half of the leaders surveyed say their organizations are unprepared to meet the challenges of a sharing economy. While one in four say they are evaluating or discussing the impact of sharing economy models, almost 40% report no engagement with sharing economy issues.

50% of leaders say their public service organizations are unprepared.



## However, both citizens and government leaders acknowledge the potential benefits.

When asked about the potential positive impact of sharing economy models, government leaders agreed that engaging such solutions would:

- Improve overall citizen satisfaction with government (62% of citizens, 66% of leaders)
- Improve citizens' views of government (62% of citizens, 72% of leaders)

With half of citizens saying their use of sharing economy services will increase over the next three to five years—and two-thirds of leaders predicting increased citizen use—the power of sharing economy models to improve citizen satisfaction is likely to increase over time.

62% of citizens and 72% of leaders feel utilization of the sharing economy would improve citizens' views of government.



## Who should build the digital apps?

More than 70% of citizens say it would be a "good use of government resources" to have government fund creation of digital or mobile tools to facilitate the collaborative consumption. Two-thirds say it would make sense to use existing platforms like Uber or Lyft for ride sharing. Almost 80% think it's a good idea for governments to use a home-sharing service like Airbnb to provide shelter to citizens in need following a natural disaster. Interestingly, half say it makes no difference who builds the tools.

Leaders share citizens' ambivalence. One-third or less say they are willing to use or adapt existing tools. The same percentage or more say they are unwilling to do so.

Most government leaders (57%) would like to see the private sector fund tool development for government, with support from the public sector.

70%+ citizens feel building digital tools is a good use of government resources.

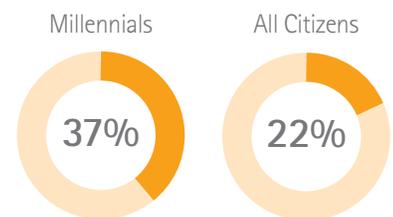


## Support spans generations.

Is the sharing economy only for the young? In the survey, about four in 10 millennial citizens (37%) are current users of sharing economy services versus two in 10 citizens (22%) in the population as a whole. Millennials also are more likely to hope to earn income from the sharing economy in the future.

Aside from those two differences, however, millennial responses are consistent with those of the population as a whole. In other words, age is largely not a factor in how citizens view government involvement in the sharing economy.

## Current use of sharing economy platforms



## Sharing as a Path to Government Innovation

As innovative businesses, platforms and apps continue to fuel the "We Economy", government has significant opportunities to embrace digitally enabled collaborative consumption. In addition to delivering cost savings, enhanced efficiencies and better public services, adopting these models will help improve citizens' perceptions of and engagement with government.

The success of sharing opportunities depends on government's willingness to accelerate consideration and adoption of sharing economy solutions.

## For More Information

To learn more about the Accenture Public Service Pulse Survey or Accenture's offerings for state, local and federal government visit: [www.accenture.com/PublicService](http://www.accenture.com/PublicService)

### Or contact:

#### **Peter C. Hutchinson**

Managing Director, Public Service Strategy Health & Public Service  
[peter.c.hutchinson@accenture.com](mailto:peter.c.hutchinson@accenture.com)

#### **J. Pari Sabety**

Senior Manager, Accenture Public Services Strategy Health & Public Service  
[j.p.sabety@accenture.com](mailto:j.p.sabety@accenture.com)

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