



# M.O.O.N.<sup>TM</sup> report

Mobile Optimized On-Demand Network

A REVOLUTION OF THE REAL  
**SHARING ECONOMY**

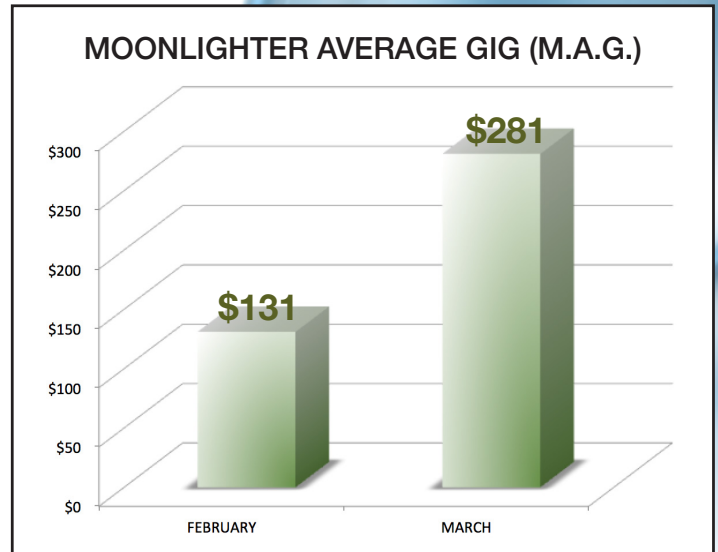
APRIL 2015

**M**  **nlighting**  
Opportunity. Everywhere.

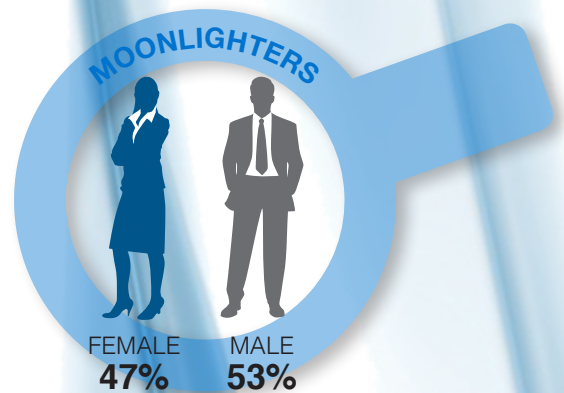
TAX SEASON IS HERE

# Moonlighting PAYMENT TOOLS

As Tax Day approaches and Americans begin to pay Uncle Sam, Moonlighters are feeling less of the burden. They are Getting Stuff Done or making extra money for themselves by taking advantage of the payment tools provided by Moonlighting. The past five months have seen the Moonlighting Revolution cement itself in the American marketplace throughout all 50 states, with 90% of Moonlighters getting two or more responses on their opportunities. Men, Women, Small Businesses and Freelancers are all using the app with furor - the Moonlighting Average Gig increased from \$131 in February to \$281 in March and more Moonlighters than ever are paying others and getting paid.



**40%**  
OF MOONLIGHTERS ARE  
SMALL BUSINESSES



Source: Moonlighting, Q1 2015.



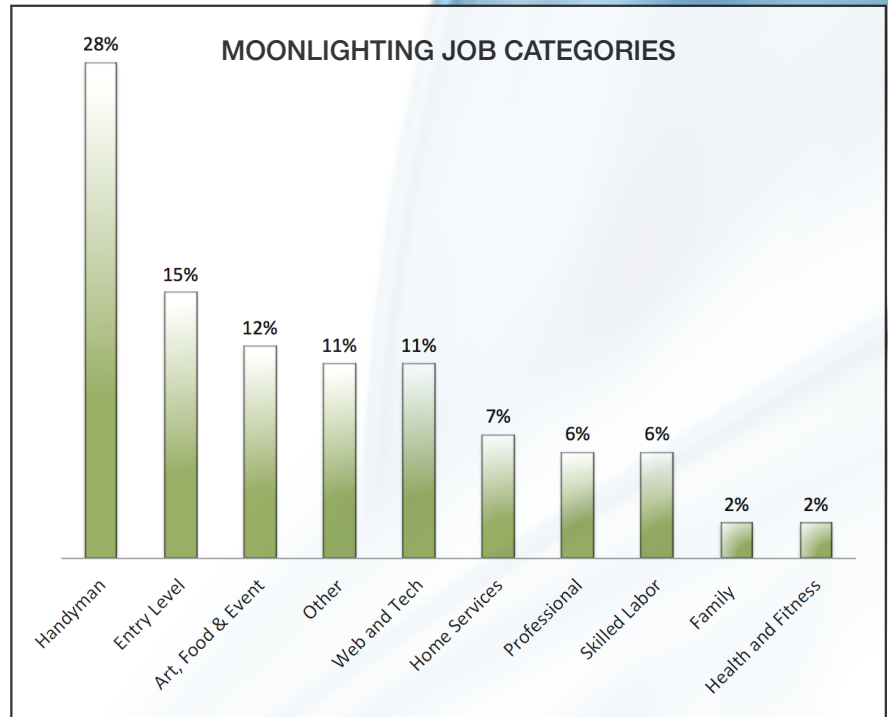
# Moonlighter Melting Pot

Moonlighters find diversity of choice key to their participation on Moonlighting and in the larger sharing economy. Participants in this emerging economy have hired and posted their skills as: Website Designers, Prom Photographers, Rock Bands, Personal Trainers, Babysitters, Handymen and everything in between - right from their mobile phones and tablets.

## The fastest growing jobs on Moonlighting are:

1. Handyman Services
2. Tutors/Instructors/Trainers
3. Photographers
4. Web Development
5. Beauty Stylists

Moonlighters continue to find increased success by sharing their jobs, with M.O.M.'s leading the social sharing demographic. Emailing friends and family was the most common way users shared opportunities over the past month; however Facebook and Twitter were the most popular social sharing platforms where users shared jobs with larger trusted networks of followers.



**USER TIME PER SESSION  
AVERAGES AT  
3:30**



**64%**  
**OF JOBS ARE OF  
INTEREST TO MOMS**



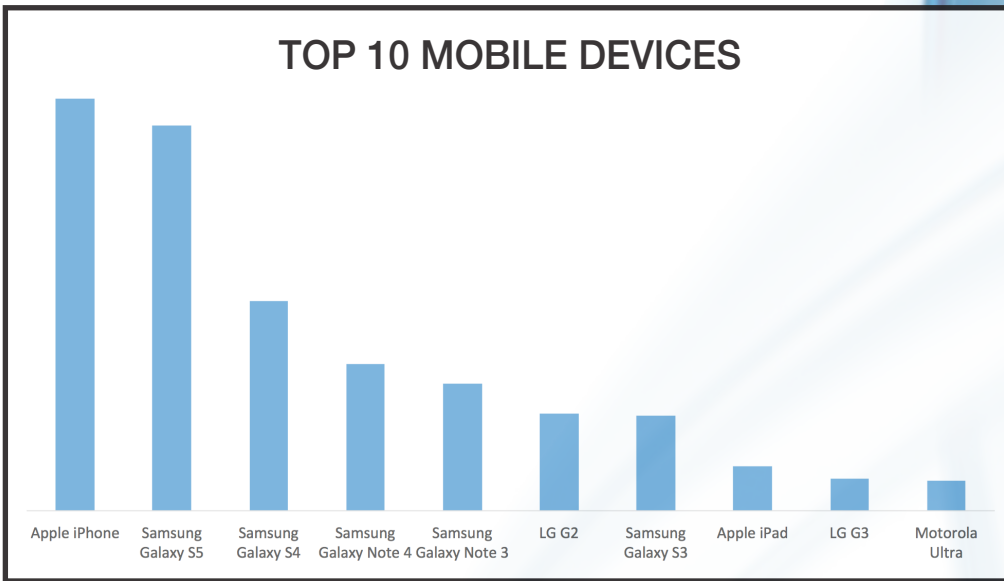
Source: Moonlighting, Q1 2015.

# Open & Free

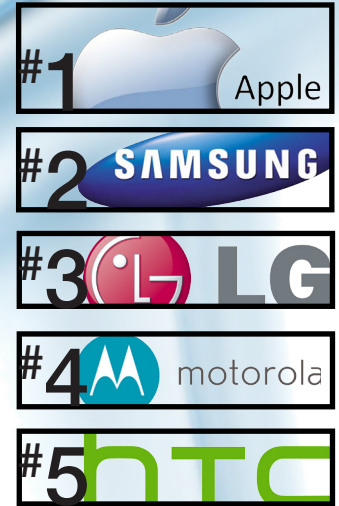
The Moonlighting platform enables users to go into business for themselves in seconds with any iOS or Android device wherever they can access an internet connection. Freedom to hire or be hired as well as make or receive payments instantly is core to the sustainability of the sharing economy. There are 32 different brands represented, and at least two different devices used from each brand; Apple is currently the market leader, with Samsung and other Android phones close behind. Just as diversity of choice is key for Moonlighters and their job opportunities, so is the freedom to do things their way from the iOS or Android device of their choice.



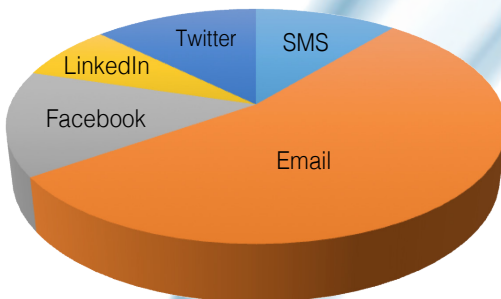
## TOP 10 MOBILE DEVICES



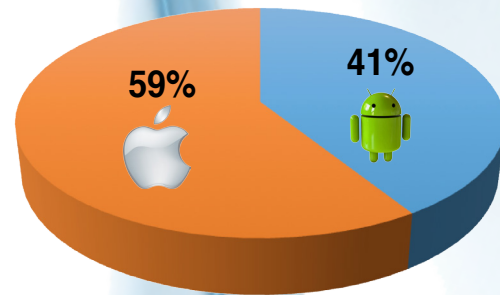
## TOP BRANDS



## JOB SHARING TRENDS



## IOS VS. ANDROID DOWNLOADS



Source: Moonlighting, Q1 2015.

# GLOSSARY

**Blue Collar Jobs** – Trade jobs that require manual labor like electric, plumbing, carpentry, cleaning, moving, etc.

**Get Stuff Done** – Term for individuals or small businesses in need of hiring someone to perform a job. i.e. Jeff needs to “Get Stuff Done” or hire someone to design his website.

**Entry level** – Educated millennials entering the job force with no specified skills but seeking experience.

**Make Money Now** – Term for individuals or small businesses who are offering services and are interested in being hired. i.e. Roy needs to “Make Money Now” and is available for hire to clean your pool.

**M.O.M.** – Mobile Optimized Mother. Term used to describe tech savvy mothers who activate their mobile device to help in managing the household and their everyday life.

**Moonlighter** – Users who participate in the 1099 economy as either an employer or as an employee using Moonlighting.

**Moonlighting** – The action of hiring or offering up services on Moonlighting.

**Moonlighting Average Gig (M.A.G.)** – A statistic that tracks the average job dollar amount.

**Professional Services & Consulting** – Short term, industry specific consultations for small, medium and large business corporations.

**Sharing Economy** – An emerging marketplace of collaborative consumption where individuals and businesses engage in peer to peer activity that includes sharing human and physical resources.

**White Collar Jobs** – Formally trained professionals that require technical, non-manual labor like engineers, accountants, web designers, lawyers, etc.

## Methodology

These insights here are based upon Moonlighting's national platform observations across thousands of mobile Moonlighting transactions. As an independent mobile platform company, we are capable of reporting on and analyzing a rich set of data collected across thousands of monthly impressions. Elevating and driving the mobile app sharing economy forward is central to our company mission.



# Summary & Reporting

## ABOUT MOONLIGHTING'S M.O.O.N™

The Mobile Optimized On-Demand Network (M.O.O.N.)™, delivers unique insights into the 1099 Sharing Economy. The report will share the behaviors of the part time worker and portfolio career employee who choose “moonlighting” as a path to a more enriched career. The platform will reveal the movements and tendencies of the average moonlighter over a wide variety of job categories from both the employee and employer side of the 1099-hiring ledger.

Visit [www.moonlightingapp.com](http://www.moonlightingapp.com) for this report each month as Moonlighting uncovers valuable seasonal developments in employment and financial trends that will shape and define the “new” sharing economy.

## ABOUT MOONLIGHTING

Moonlighting is the first mobile, on demand application that empowers people to earn extra money and get something done instantly. Moonlighting creates a virtual marketplace for individuals and small businesses, enabling more effective and efficient communication between those interested in hiring with those who are interested in being hired. Users can eliminate anonymity by posting jobs and sharing them within their trusted social networks (Facebook, Twitter, Linked In) or with friends in their contact book. Through Moonlighting's mobile technology, users can also make more intelligent and better-informed hiring decisions in real time. Using Moonlighting's proprietary payment platform, users can complete their hiring transactions right from their mobile device.

For questions about the data in this report, or for recommendations for future reports, please reach out to us at [support@moonlightingapp.com](mailto:support@moonlightingapp.com)

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