

New Research: Thousands of Australians Deriving Their Income by Selling on eBay

Federal MPs and Senators meet eBay sellers today at Parliament House

ACNielsen research released today by eBay reveals that more than 8,500 professional eBay sellers in Australia currently derive their primary or secondary source of income from selling on eBay.com.au*.

The research also shows:

- Almost 2,500 Australians use eBay as their primary source of income
- More than 6,000 Australians run a business and use eBay as a secondary sales channel
- Almost 7,000 eBay sellers in Australia have considered quitting their day jobs to sell full-time on eBay
- Three out of four eBay small businesses believe eBay has helped them reach out to more buyers than is possible through an offline business and over a third believe eBay has helped them become more profitable.

Simon Smith, Managing Director of eBay Australia and New Zealand, will be at Parliament House today with eBay sellers from across Australia to meet with Federal MPs and Senators to discuss the research findings and the opportunities eBay provides Australians.



Simon Smith and eBay members at Federal Parliament today

"The meetings provide a good opportunity to discuss with our Federal parliamentarians the positive impact eBay has on thousands of Australians' lives," Mr Smith says.

Fran Bailey, Minister for Small Business and Tourism, says, "The internet presents a wealth of opportunities for Australians to start their own home-based business. It also allows existing small businesses to reach out to millions of potential customers around Australia and the world.

"I congratulate eBay for creating new opportunities for small business to export and create wealth for Australia," Fran Bailey said.

For eBay entrepreneur and Managing Director of multi-million dollar eBay business *Retail and Corporate Solutions*, Mark Jones, eBay has provided a cost effective avenue to turn his small business into a global business turning over in excess of \$6 million per year.

“eBay provides us with the opportunity to commercially interact with the largest online community in the world safely and securely,” says Mark.

Organisations such as Australian Business Limited (ABL) are increasingly realising the benefits that eBay can provide Australian businesses. “eBay has created a marketplace for hundreds of businesses and offers a way to set up an online shop front at low cost,” says ABL General Manager Kevin McDonald.

Mr Smith of eBay says, “There are almost 8,500 Australians deriving a primary or secondary income from eBay and we expect this figure to increase mirroring trends in the United States where 724,000 eBay sellers rely on eBay sales as their primary or a secondary source of income**.”

The ACNielsen research shows the top reasons Australians sell on eBay are; ease of use, ability to reach a large number of customers, ability to make money from home whilst having a family and the opportunity to work flexible hours.

eBay provides a marketplace for all Australians, not just businesses, to sell and make extra cash. eBay’s research shows that:

- More than 32,400 regional Australians generate a part-time income selling on eBay.com.au
- Nearly 12,500 stay-at-home mums and dads sell on eBay to supplement their family income
- Almost 7,000 single parents sell on eBay to supplement their income
- Almost 5,500 retirees sell on eBay to make extra cash.

In addition to providing a marketplace for businesses to expand their reach and access 157 million potential customers globally, eBay provides Australians with the opportunity to sell items they no longer need to make extra cash.

- Approximately 70,000 Australians use eBay to sell items they no longer want from around their home
- 17,500 Australians bargain hunt in their spare time to buy items especially to re-sell on eBay at a profit
- More than 17,000 Australians sell on eBay to supplement their income.

Mr Smith says, “eBay is Australia’s leading online marketplace that provides Australians with the opportunity to buy and sell practically anything across 50,000 categories. The diverse range of Australian eBay members, from stay-at-home mums, to retirees to regional Australians, proves that everyone has something to sell on eBay to make extra cash.”

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* eBay calculation based in part on data reported by ACNielsen through its Online 2005 Seller Survey (OP4143) of regular eBay sellers within Australia. (Copyright © 2003-2005, ACNielsen.)

** ACNielsen International Research 2005

State specific research figures are available upon request.

For high-resolution images or an interview with an eBay spokesperson, please email: mediaaustralia@eBay.com.au

For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at: <http://pages.ebay.com.au/aboutebay/media.html>

ABOUT EBAY

eBay (www.eBay.com.au) is Australia’s leading online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 157 million registered users listing millions of items across more than 50,000 categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more. For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Security Centre on the home page.