

# The eBay Economy in the U.S.

**6 million**  
sellers

Small businesses on eBay employ more than **690,000** people

**63%**

of sellers use **eBay** to reach **global markets and customers**



**80%**

of sellers say that **selling on eBay** enabled them to start an **e-commerce business**



**36%**

of sellers say they come from **small towns or rural areas**



**36%**

operate a **"brick and mortar store"**



**28%**

of eBay sellers are **women**

**13%**

of eBay sellers say they have a **disability or impairment**

**19%**

of eBay sellers are **minorities**

eBay sellers in the U.S. include part-time entrepreneurs, small and family-owned businesses, large and larger enterprises. Small businesses include commercial sellers and full-time individual sellers. eBay has created an economic ecosystem that benefits individuals and communities in every state.

The figures in this infographic were calculated using data from an online survey of a random sample of eBay sellers, which was fielded in October-November 2017. The survey received 11,121 responses, which were extrapolated to eBay's US seller population of over 6 million.

**eBay**<sup>™</sup>