



THE IPHONE ECONOMY ON EBAY

Trade in to trade up: Now is the time to take advantage of the iPhone sales cycle

A mobile phone is sold on eBay in Canada roughly **every 5 minutes**



Currently, there are more than **20,000 iPhones** available on eBay in Canada



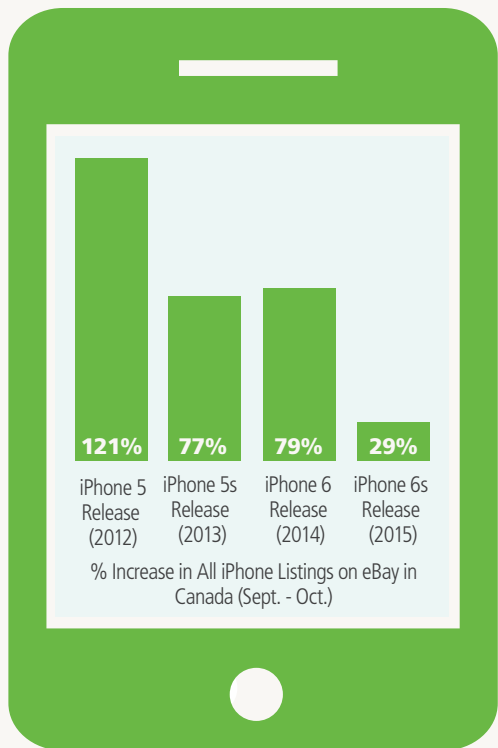
Average iPhone selling prices on eBay in Canada

\$100
5

\$150
5s

\$340
6

\$520
6s

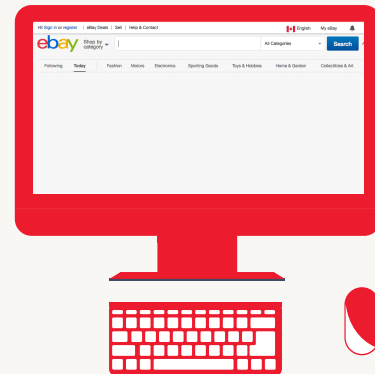


iPhone launches drive activity on eBay

iPhone listings increase by an average of **more than 75%** from the beginning of September to the beginning of October

The iPhone 5 generated the most new listings of iPhones

Search queries for iPhones are **22% higher** in September than the annual average



The number of iPhones sold by Canadians increases by **more than 35%** from August to October

Canadians sell iPhones in all conditions on eBay

Last year, **31%** of iPhones sold by Canadians were new, **61%** were used and **8%** were refurbished

All data references activity by Canadian buyers and sellers on eBay. Date ranges vary based on activity measured. Specific date range of eBay data points can be provided upon request.