eBay + OfferUp research.

February 16, 2021
The research goals.

• Find out what motivates consumers to buy and sell through apps.
• Specifically, see how satisfied consumers are with eBay + OfferUp.
• And understand if they are selling more, or less, after COVID.

Methodology overview.

• MFour used Surveys On The Go® (SOTG).
• GPS used to survey consumers leaving apps.
• Then, a survey was sent to ask for feedback.

Time frame.

• On app: 2/12 to 2/15, 2021.

Sample.

• n=200
• 18 years of age.
• Natural fall out on age, gender, ethnicity.
Word of mouth is the #1 cause of downloads.

How’d you first find out about eBay?

- Friend/Family, 41%
- All else, 59%

How’d you first find out about OfferUp?

- 35%—Friend/family.
- 20%—social media ads.
- 19%—TV ads/other.
- 14%—mobile ads.
- 12%—ads on computer, while online.

Base: 200
eBay is for buying, OfferUp for selling.

Which app do you use to buy products?

- eBay, 83%
- OfferUp, 17%

Which app do you use to sell products?

- eBay, 35%
- OfferUp, 65%

Base: 200
eBay sellers are motivated by COVID to make cash.

You said you sell on eBay more, when did you download the app?

- 26% in the last 6 months
- 17% 7 to 12 months ago
- 13% 1 to 2 years ago
- 44% More than 2 years ago

Tell me more...

• 71% don’t meet buyers in-person.
• 62% say it’s easy to sell on eBay.
• 56% tend to ship, rather than sell locally.
• 49% are selling more now in COVID than before.

Base: 200
OfferUp is the go-to for local sales.

When you sell on OfferUp, do you meet the buyer in-person?

- Yes, 94%
- No, 6%

Tell me more…

- 93% use photos to help them sell on OfferUp.
- 91% feel at least slightly safe meeting a buyer in-person.
- 65% say it’s easy to sell on OfferUp.
- 29% are selling more in COVID now than before.
Electronics are the top items sold on eBay + OfferUp.

What do you sell on eBay?

- Electronics: 52%
- Clothes: 42%
- Video games: 41%
- Collectibles: 41%

What do you sell on OfferUp?

- Electronics: 54%
- Household goods: 41%
- Clothes: 37%
- Video games: 34%

Base: 200
PayPal = most common way to get paid on eBay.

How do you get paid on eBay?

- PayPal: 76%
- Other: 14%
- Debit: 11%

Base: 200
eBay wins in audience, designer items + purchasing.

Please select which app is better in each of the following areas.

- Buy big items: eBay 54%, OfferUp 46%
- Sell big items: eBay 41%, OfferUp 59%
- Make cash: eBay 33%, OfferUp 67%
- Buy small items: eBay 69%, OfferUp 31%
- Sell small items: eBay 47%, OfferUp 53%
- Big audience: eBay 85%, OfferUp 15%
- Buy designer items: eBay 79%, OfferUp 21%
- Sell designer items: eBay 70%, OfferUp 30%
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.