

# January 2008 Survey Results

February 2008

The Etsy logo is displayed in white text on a solid orange rectangular background. The word "Etsy" is written in a serif font, with the 'E' being significantly larger than the other letters.

Etsy

# Survey Summary

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Total of 30K respondents – 27K after data scrubbing

96% of the respondents are female

Most respondents buyers (or “Both”)

- Buyers – 46%
- Both – 39%
- Sellers – 10%
- None of the above – 5%

# Buyers – Summary

## Demographics

- Female – 96%
- Average 32 years old (41% 25-34)
- Live in the U.S. – 82%
- Well educated – 63% graduated from college
  - 17% Students
- Majority employed full time 49%
  - Full-time moms 23%
  - Students 17%
- Household Income \$67K

## Behavior and Attitudes

- Find Etsy through friends and blogs
- Visit Etsy for unique, well crafted products
- Many are “occasional artists” (68%)

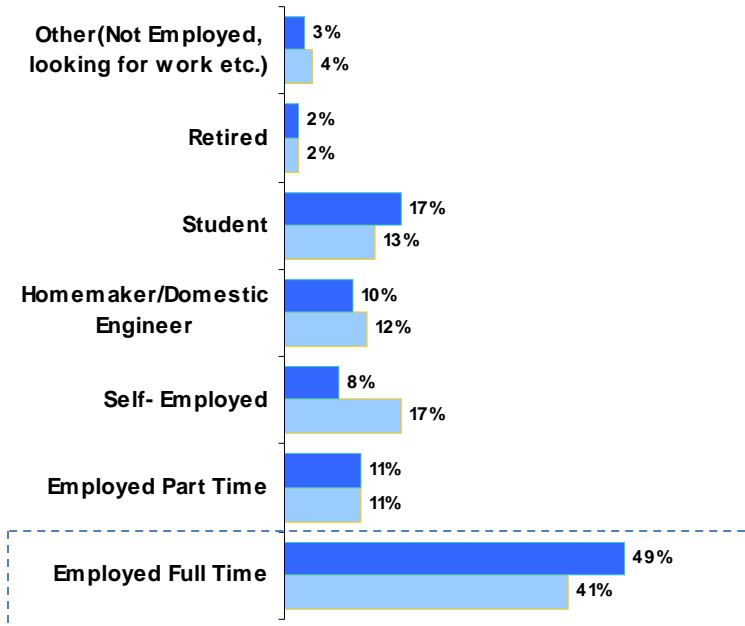


## Webographics

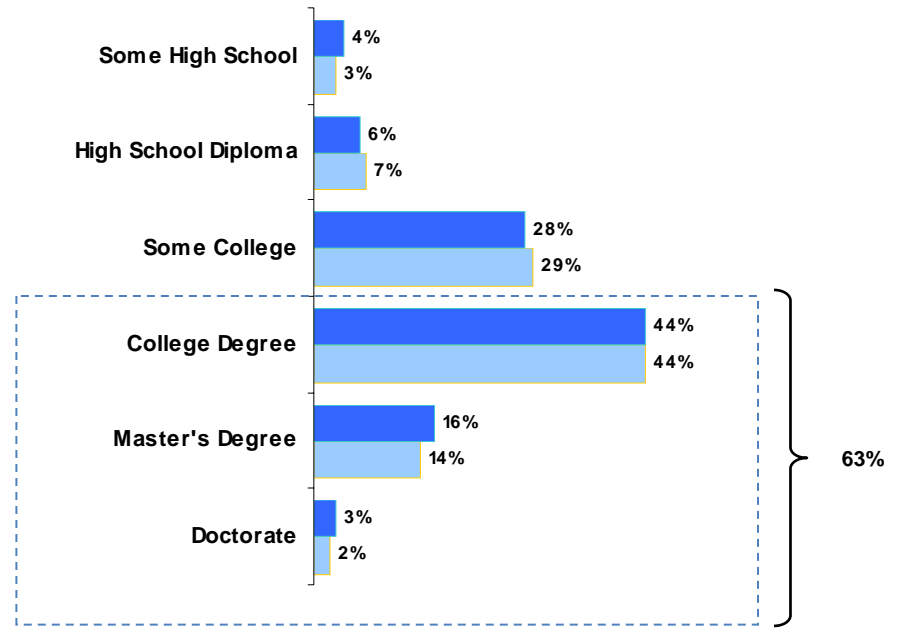
- 72% have a profile on at least one social networking community
- Frequent online shoppers
- Most likely to use text based search over other search options
- 36% blog

# Buyers – Demographics

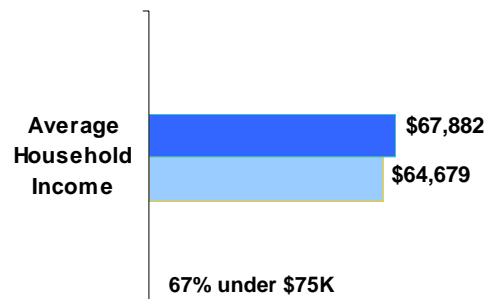
Employment



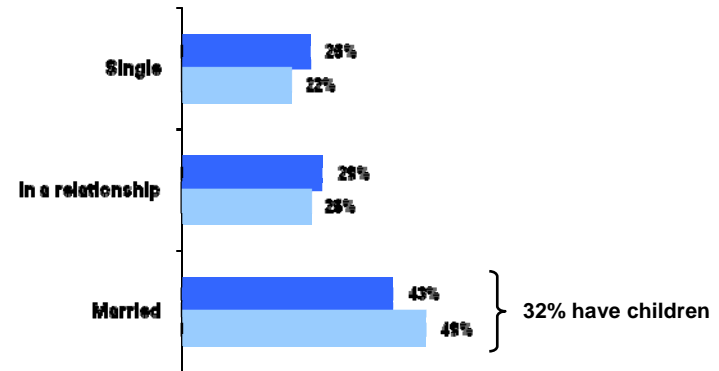
Education



Income

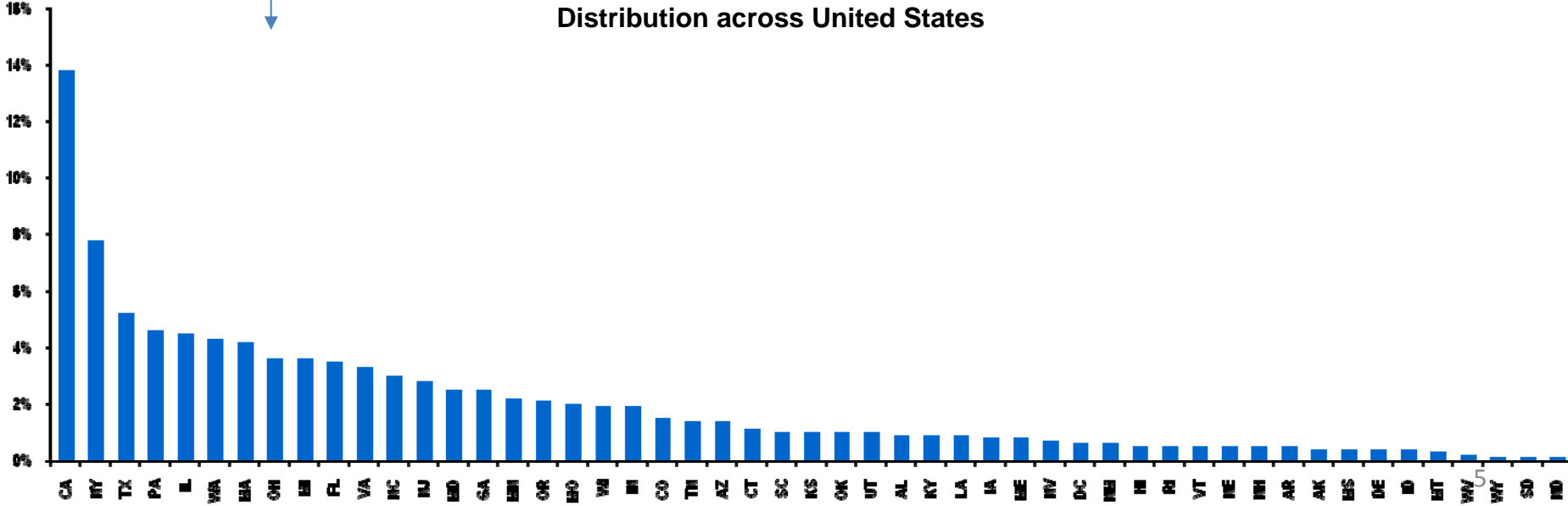
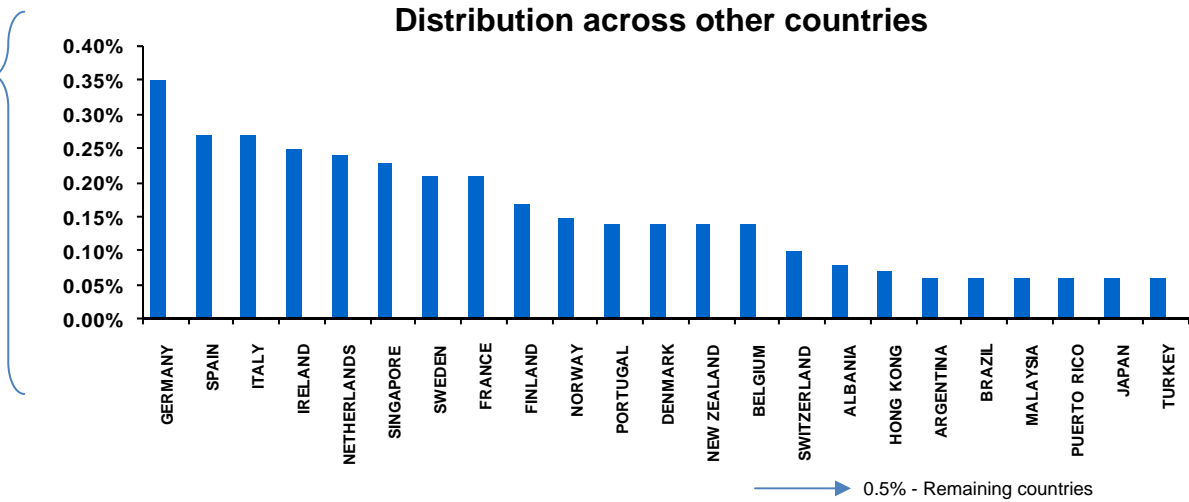
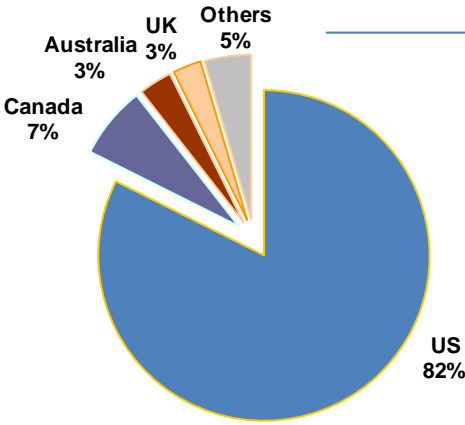


Marital Status



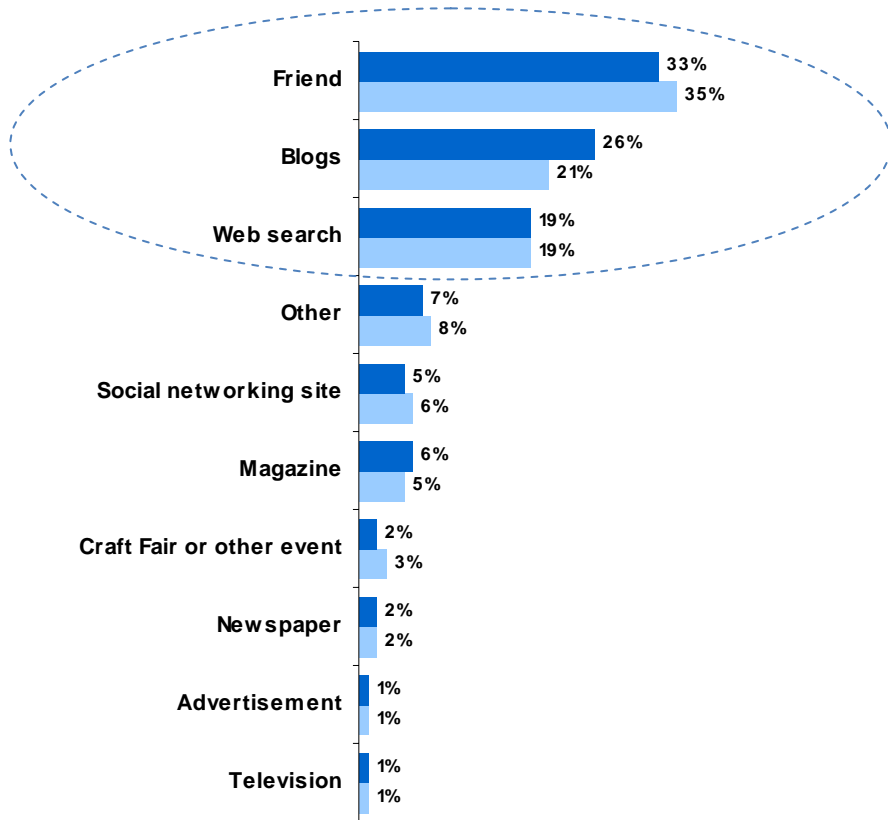
Buyer Overall

82% of buyers are from the U.S., 95% in English speaking countries

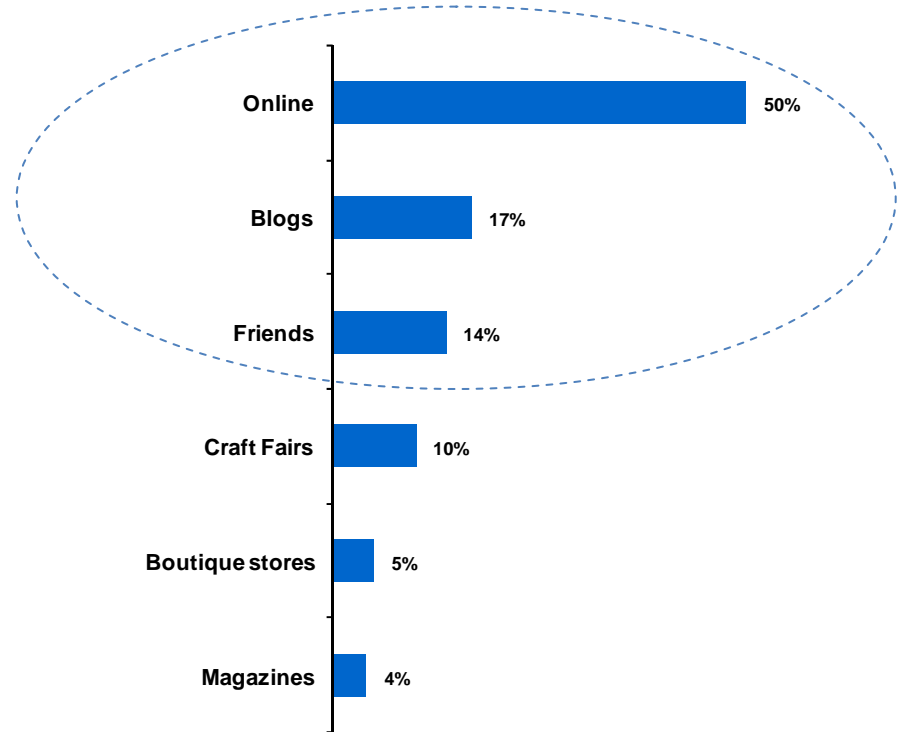


# Buyers mainly learn about Etsy and handmade products from friends and blogs

### How buyers hear about Etsy



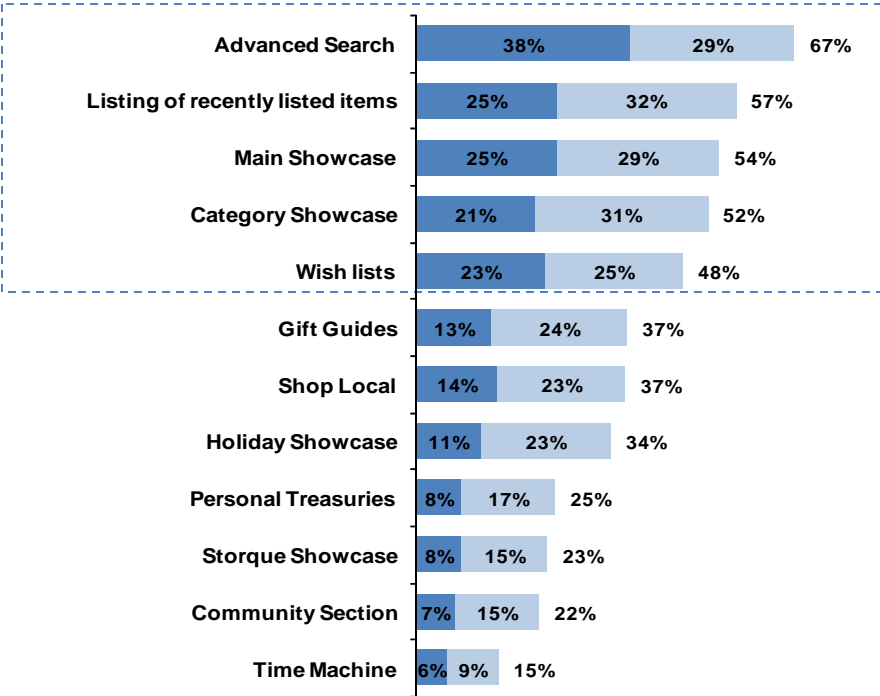
### Where buyers learn about handmade products



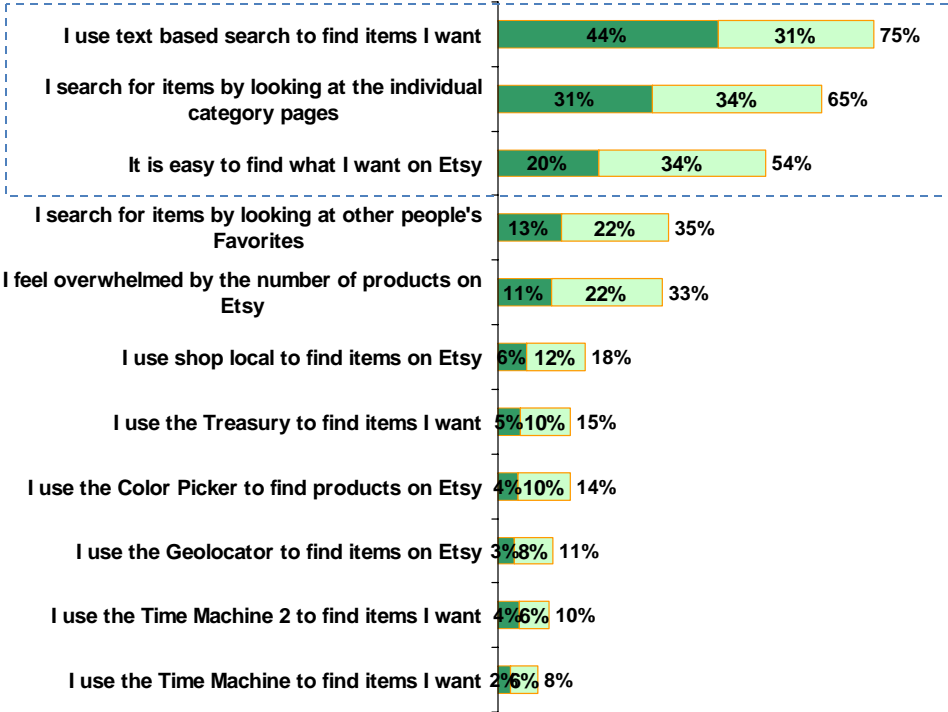
Buyer Overall

# Advanced search is most important for buyers

Feature importance

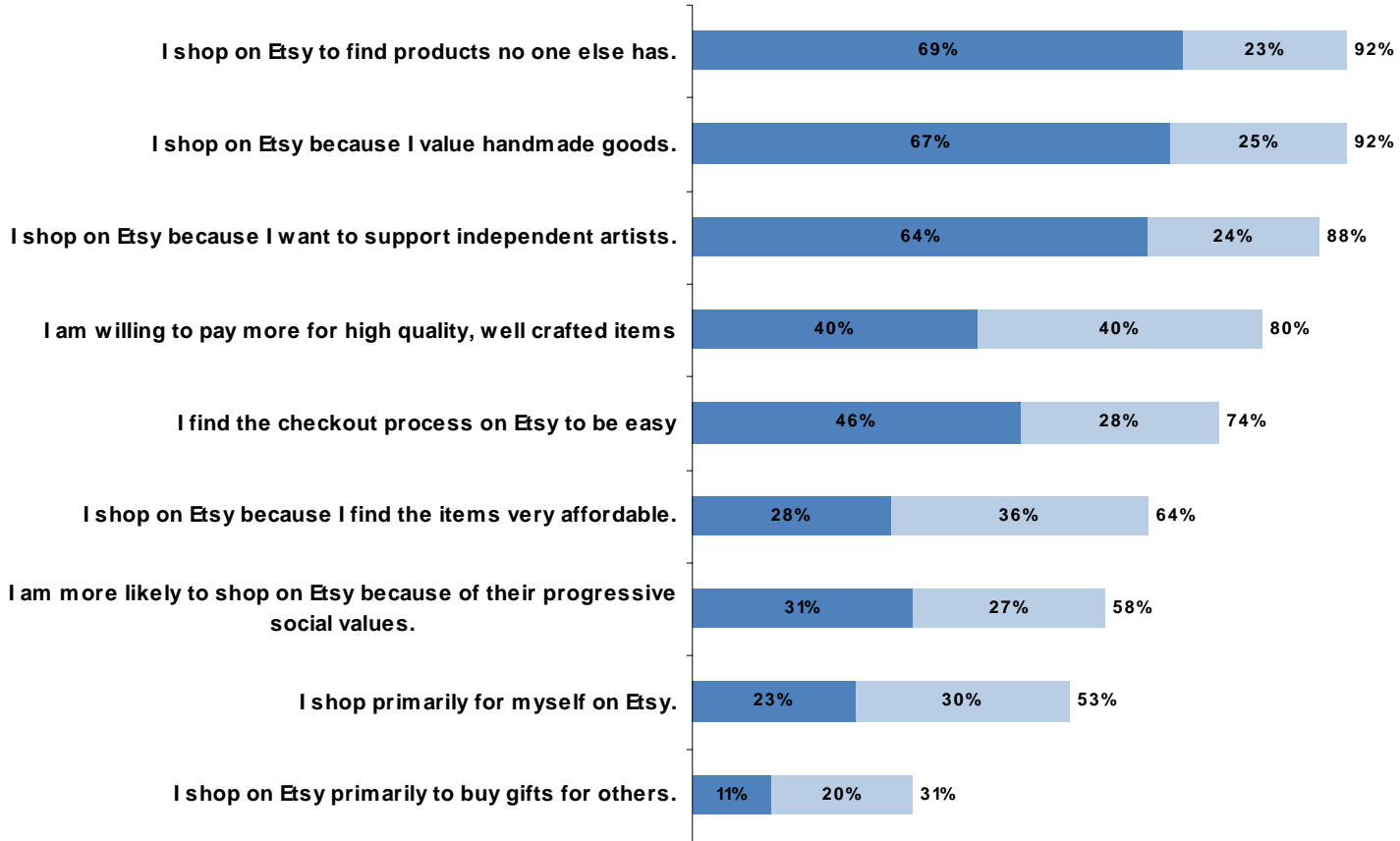


Behavior and Attitudes



# Buyers are primarily looking to find unique, handmade products and to support independent artists

Reasons buyers shop on Etsy



Very Important Important

# Sellers - Summary

## Demographics

- Female – 96%
- Average 35 years old (slightly older than buyers)
- 55% married – 46% have children
- Live in the U.S. – 86%
- Well educated – 58% graduated from college
- 33% employed full time
  - 25% Self-employed
- Household Income \$62K (slightly lower than buyers)

## Behavior and Attitudes

- Find Etsy through friends and blogs
- Visit Etsy for unique, well crafted products
- Most are “part-time” artist/artisan/crafter - 68%

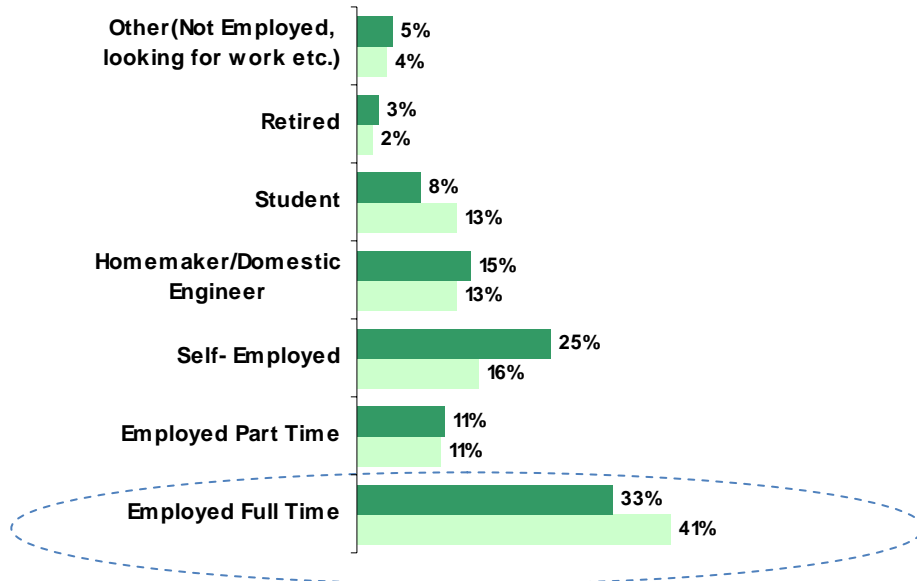


## Webographics

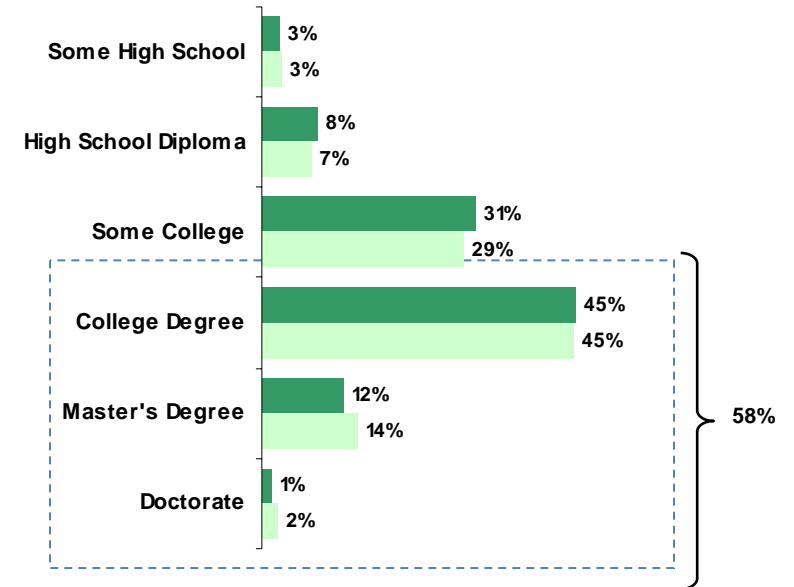
- 78% have a profile on at least one social networking community
- 51% blog
- 40% use Etsy mini and find it a valuable tool
  - 50% don't use it or have never heard of it

# Sellers – Demographics

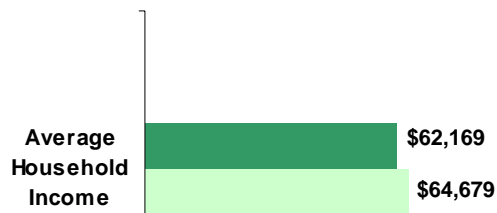
Employment



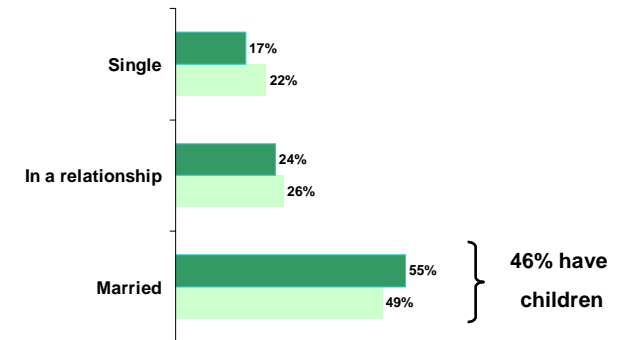
Education



Income

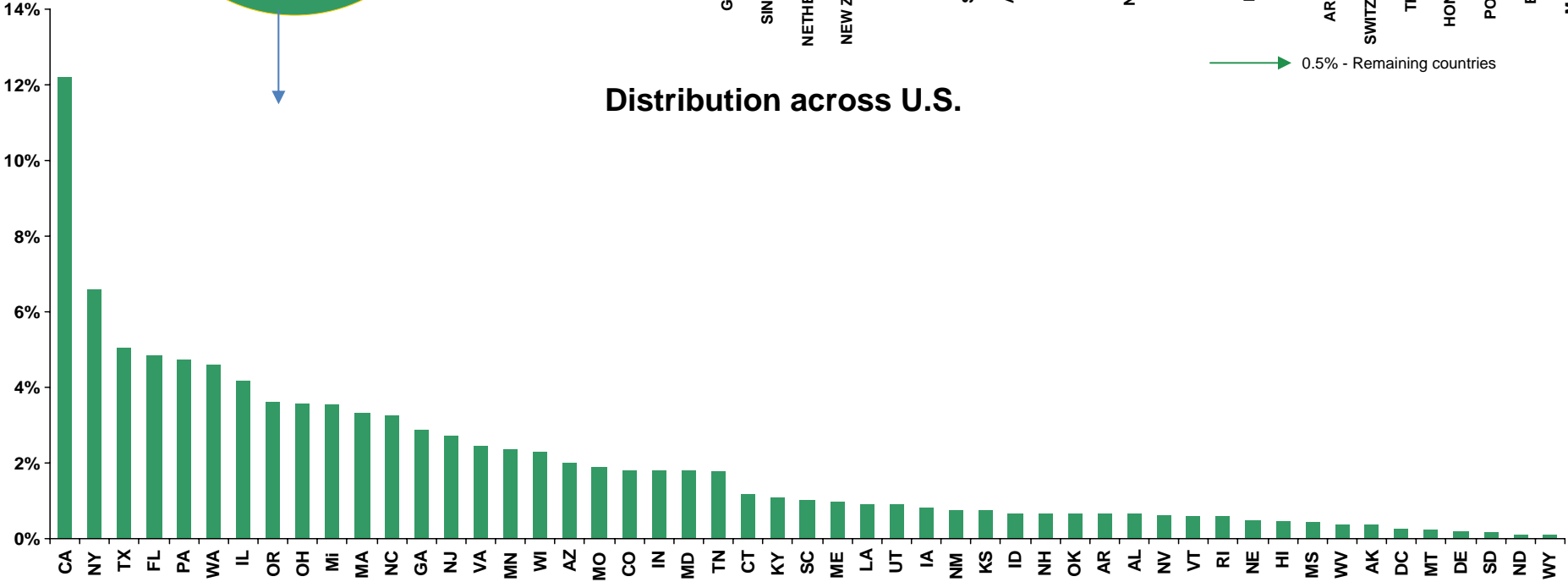
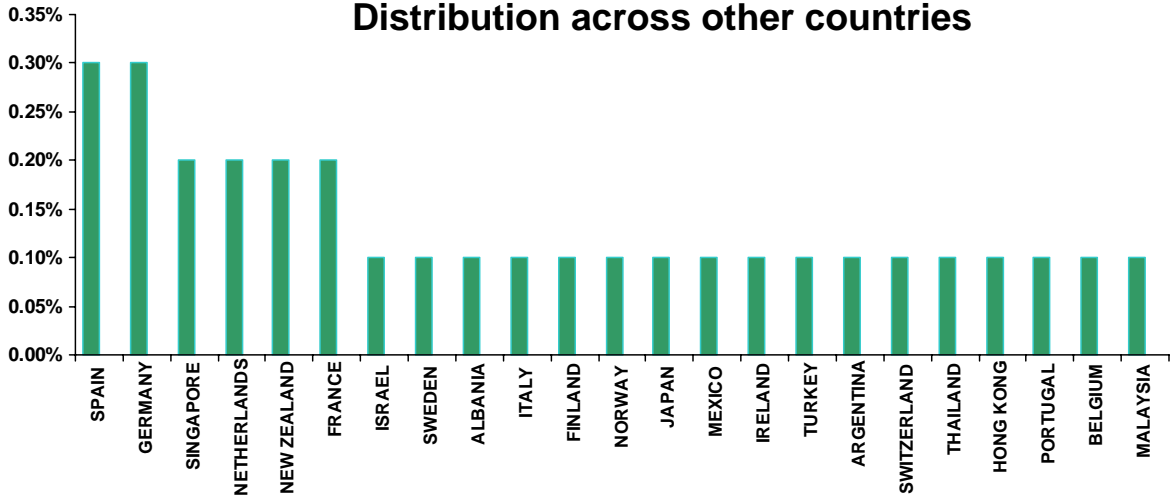
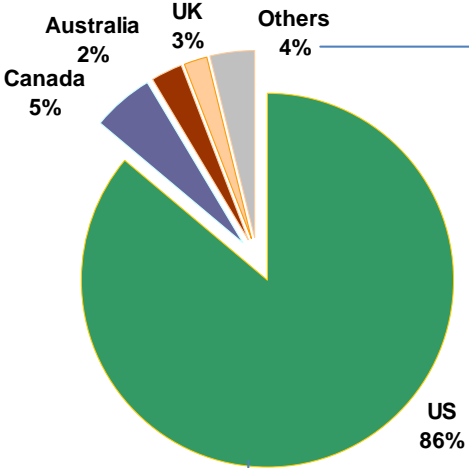


Marital Status



Seller/ Both
  Overall

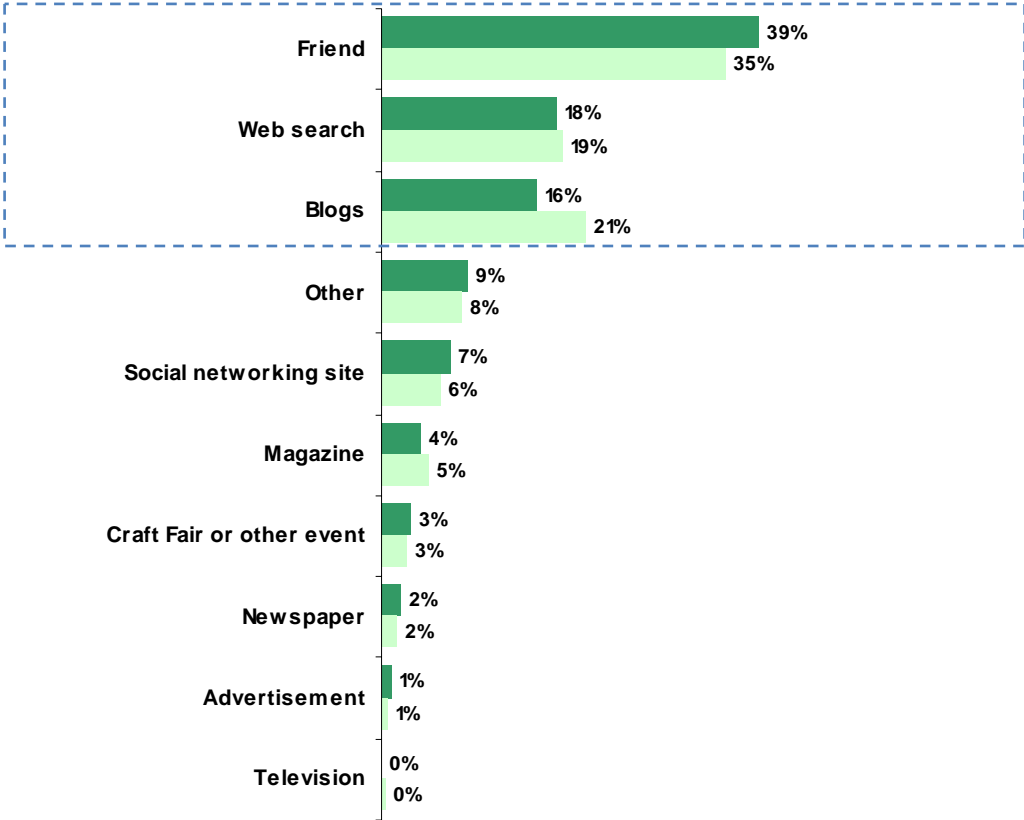
# 86% of sellers are from the U.S., 96% in English speaking countries



0.5% - Remaining countries

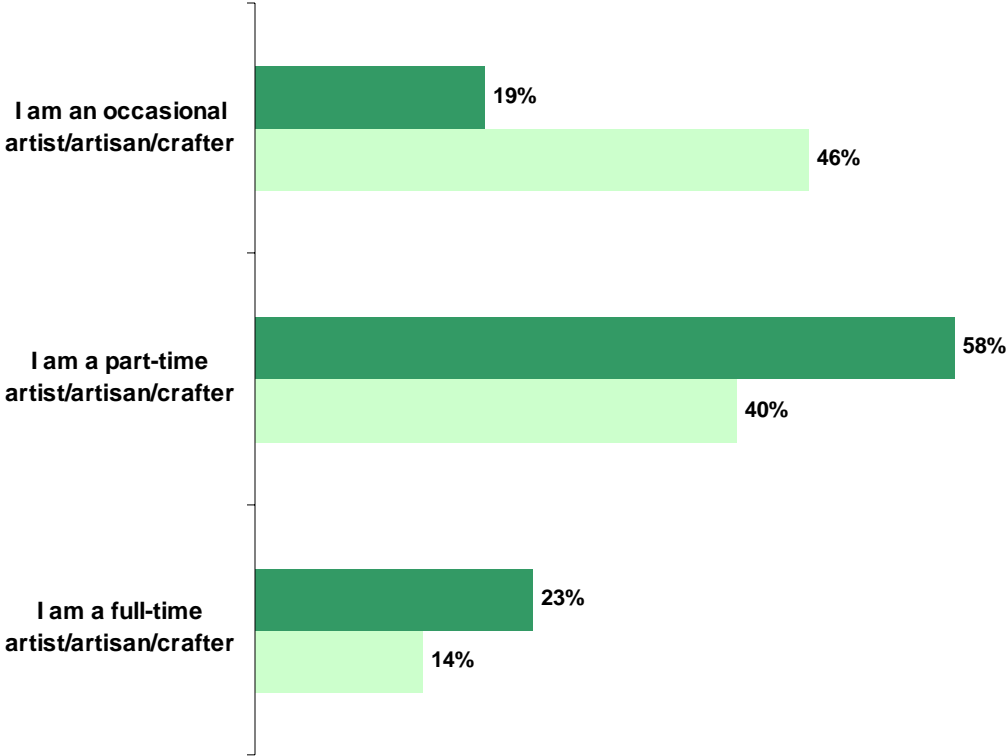
# Most sellers hear about Etsy from a friend or online

How sellers heard about Etsy



■ Seller/ Both ■ Overall

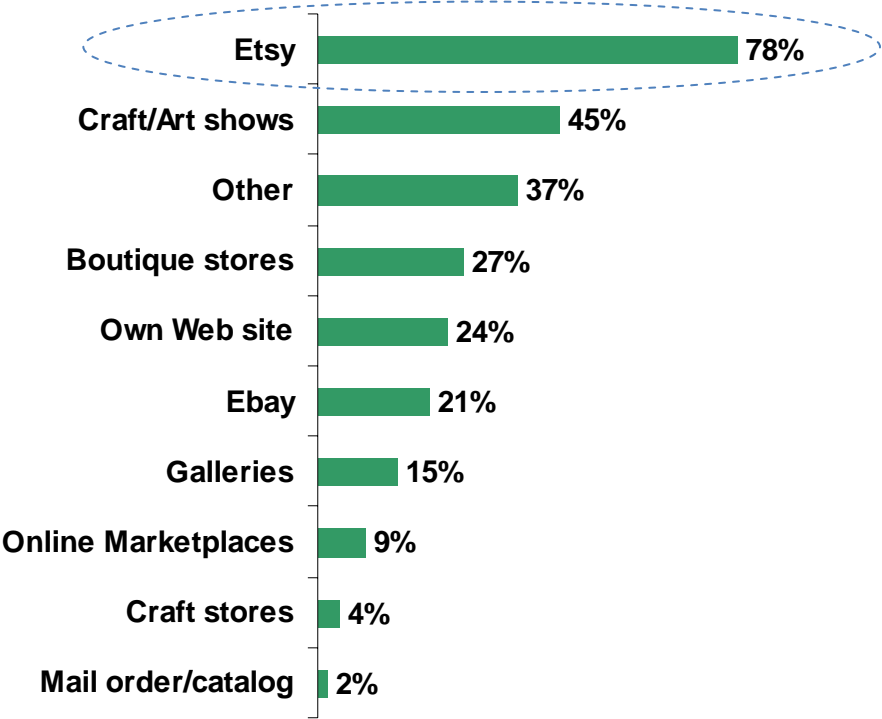
# Most sellers consider themselves “part-time” artisans



■ Seller/ Both ■ Overall

# 78% of seller respondents sell on Etsy

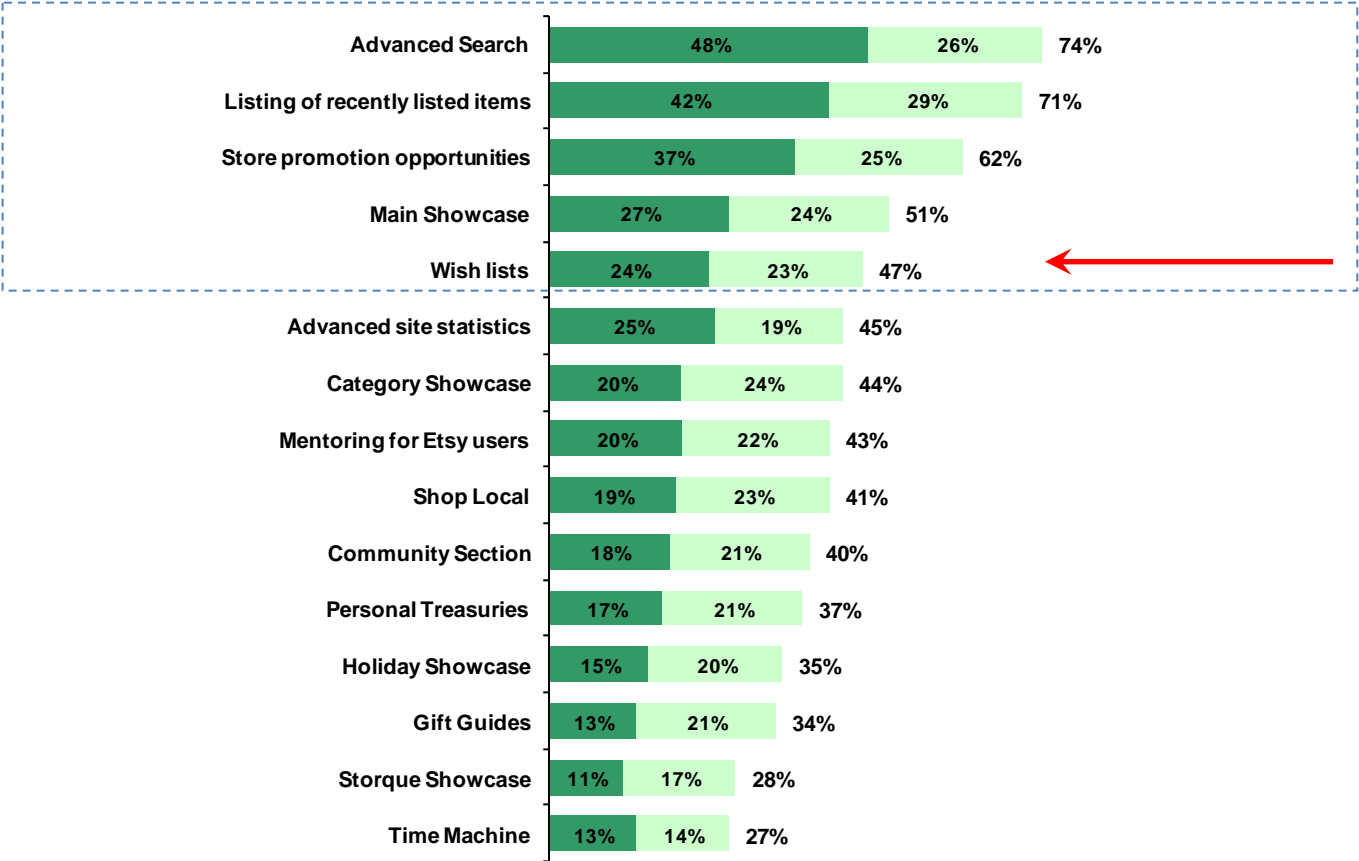
Where Sellers Sell their Products



Note: Where sellers sell their products – respondent allowed to pick all that applied

# Sellers are most interested in advanced search, store promotion opportunities and wish lists

Feature importance



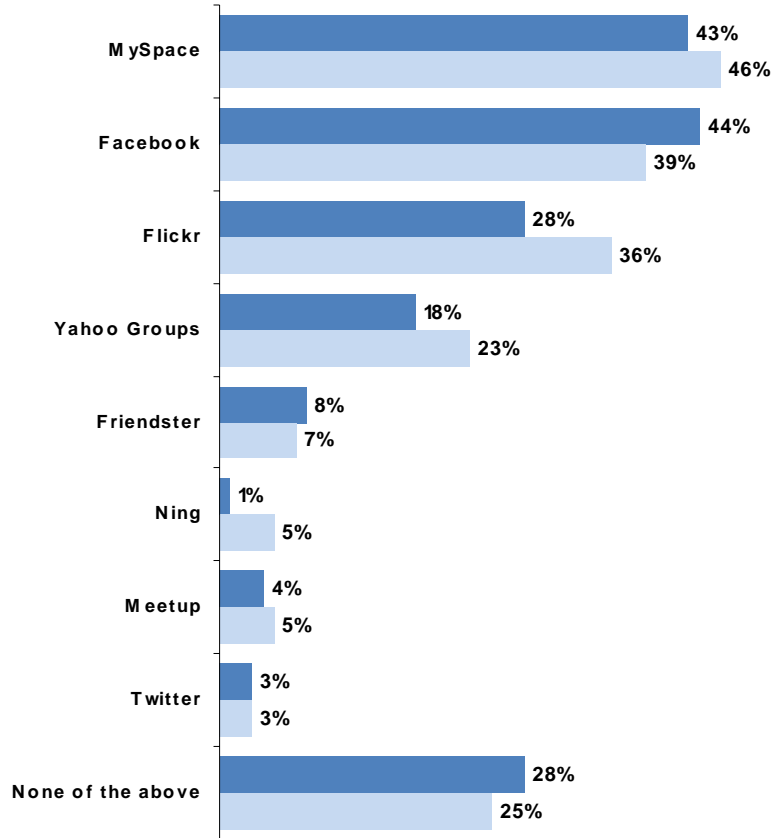
Also, very important to buyers



## Appendix

# Most buyers and sellers are on social networking sites

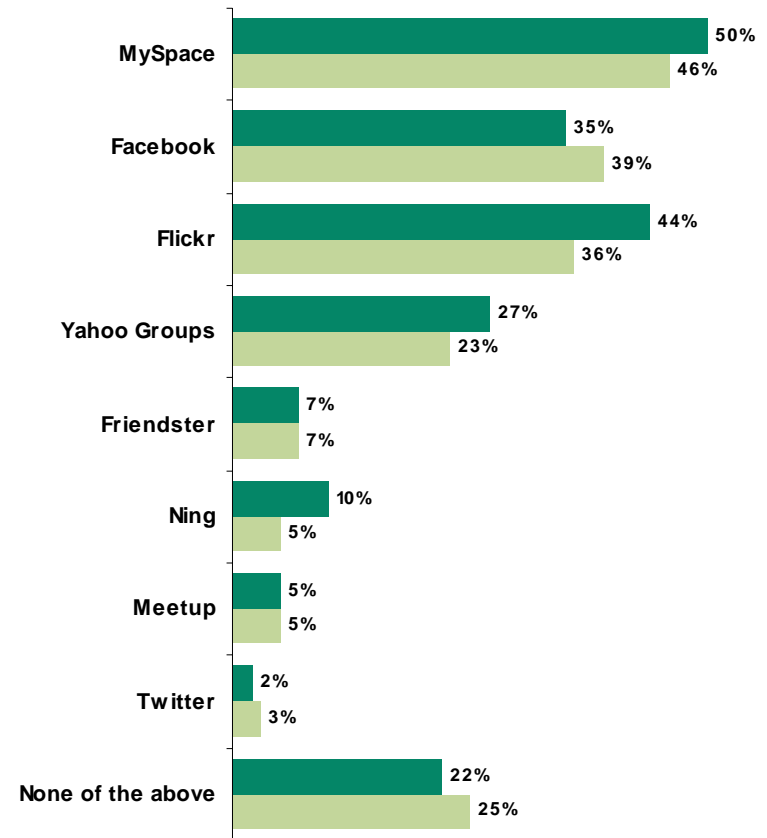
## Buyers



72% of buyers have a profile on one or more social networking site

Buyer Overall

## Sellers



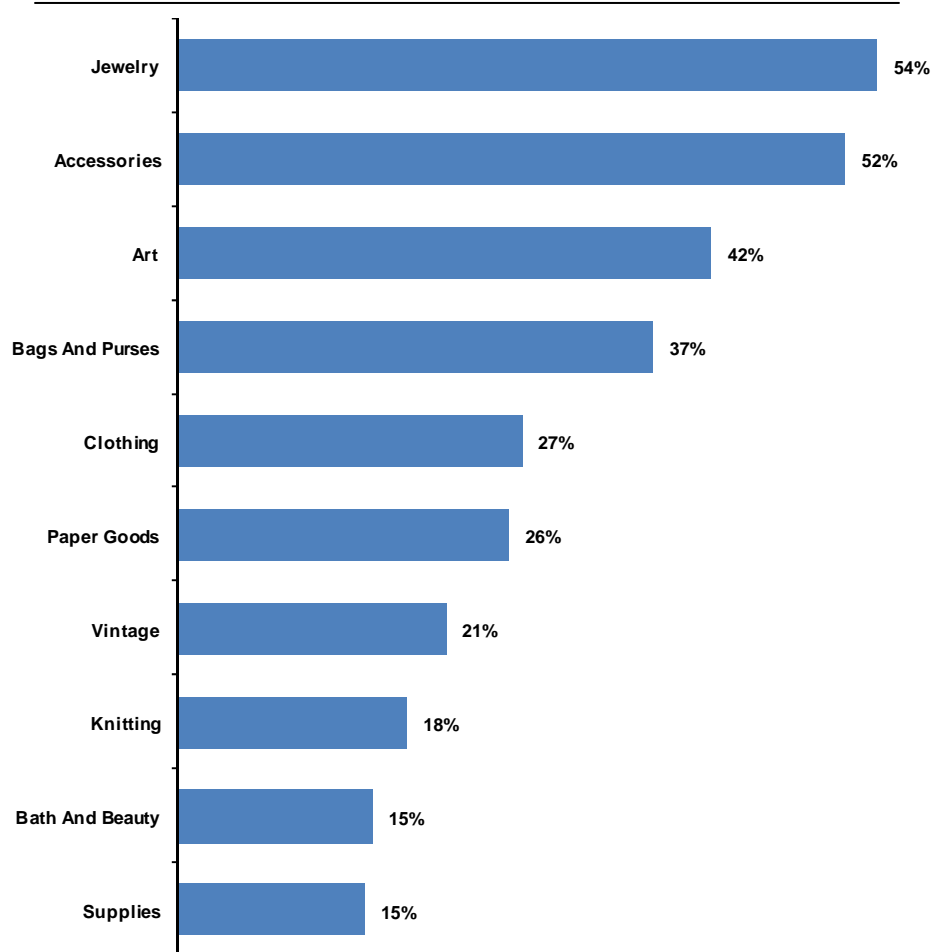
78% of sellers have a profile on one or more social networking site

Seller/ Both Agree

# Jewelry, accessories and art are the top three categories for both buyers and sellers

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Top ten categories for buyers



Top ten categories for sellers

