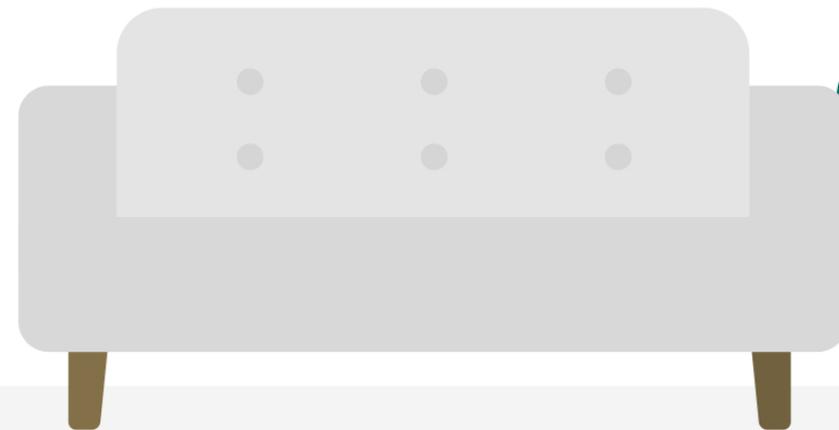
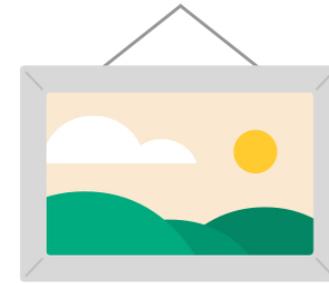




The Rise of Recommerce: Transforming Consumption Through Reuse

OfferUp 2019 Spring Cleaning Report



OfferUp



A Circular Economy

THE STATE OF SPRING CLEANING IN AMERICA ...

Americans spend trillions of dollars each year on new stuff, billions each year on storage units, and every day, they throw value away. As a result, Americans have more credit card debt, they're maxing out the space in their homes to store things they don't use and they're feeling more stressed than ever before.

A lot of people don't think of the value they have in the things they already own. Recommerce, the process of buying or selling new or used products through physical or online marketplaces, will help us keep resources in use for as long as possible, allowing us to extract maximum value from them while in use.

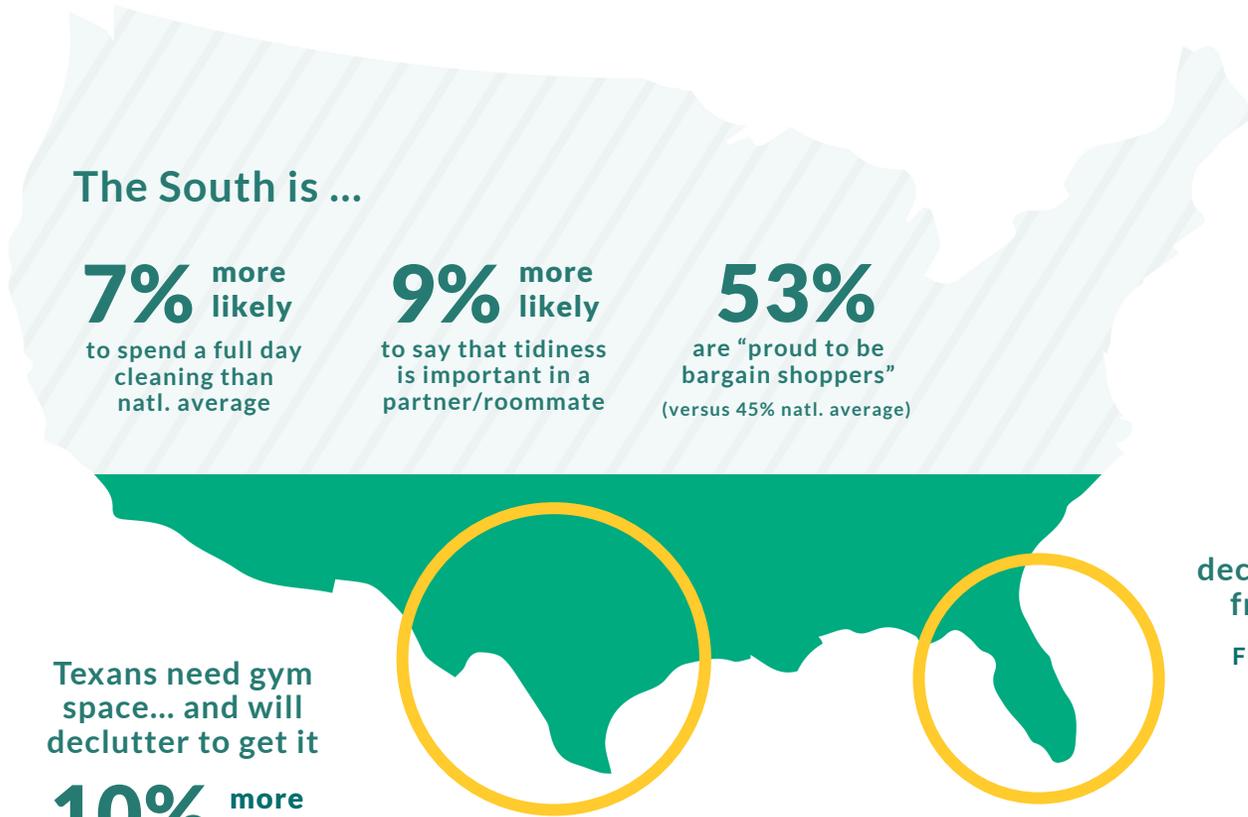
This report analyzes how Americans think about accumulating things in their lives and how cleaning and decluttering contributes to their personal and financial well being. The data comes from a survey of 2,000 respondents across the US.





Who's spring cleaning?

This spring, **37 percent** of Americans are planning to spend a full day or more decluttering; **24 percent** are planning to spend one or two hours doing so. But there are differences in how Americans approach cleaning:



Texans need gym space... and will declutter to get it

10% more likely to turn a decluttered room into a gym

Floridians declutter to keep from arguing

Florida couples argue about decluttering

10% more than the natl. average



WOMEN: THE QUEENS OF DECLUTTERING

12% more likely than men to spend a full day decluttering, and 7% more likely to participate in recommerce overall



MEN: CLEANING OUT TECH FOR \$\$\$

30% of men agreed that tech will get you the most bang for your buck when you go to sell



COUPLES: CONNECTING OVER CLEANING

1/3 of married couples expect to spend more than a full day on spring cleaning, versus just 13% of singles



SENIORS: TAKING TIME TO CLEAN

29% over the age of 54 will dedicate more than a full day to spring cleaning, versus just 8% of those between ages 18-24



PARENTS: MAKING SPACE FOR KIDDO

21% declutter a space to allow more room for their kids



Cleaning house

Americans earnestly care what others think about their tidiness. **43 percent** of Americans declutter because visitors are coming over, and **40 percent** say they declutter when furnishing a new home or apartment.

BEDROOM

Half of all Americans agreed that the bedroom is the first room to declutter, followed by the closet (16%), the living room (13%), and the garage (9%)

HALL CLOSET

62% of Americans have filled a spare closet with their extra clutter

KIDS' ROOM

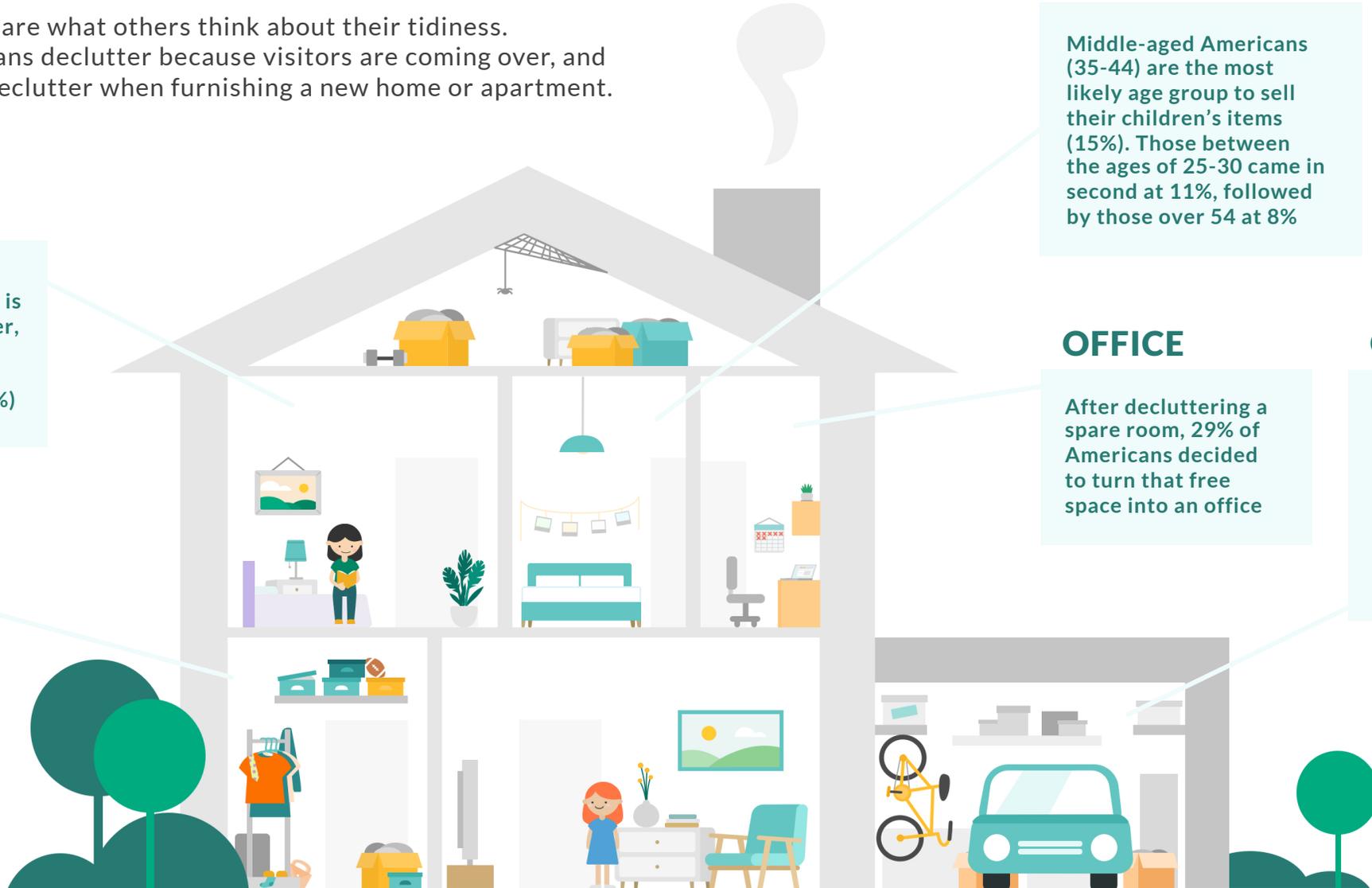
Middle-aged Americans (35-44) are the most likely age group to sell their children's items (15%). Those between the ages of 25-30 came in second at 11%, followed by those over 54 at 8%

OFFICE

After decluttering a spare room, 29% of Americans decided to turn that free space into an office

GARAGE

41% of Americans admitted that they allow clutter to "take up space in the garage", but rank it behind other rooms as the 4th most likely place they clean first





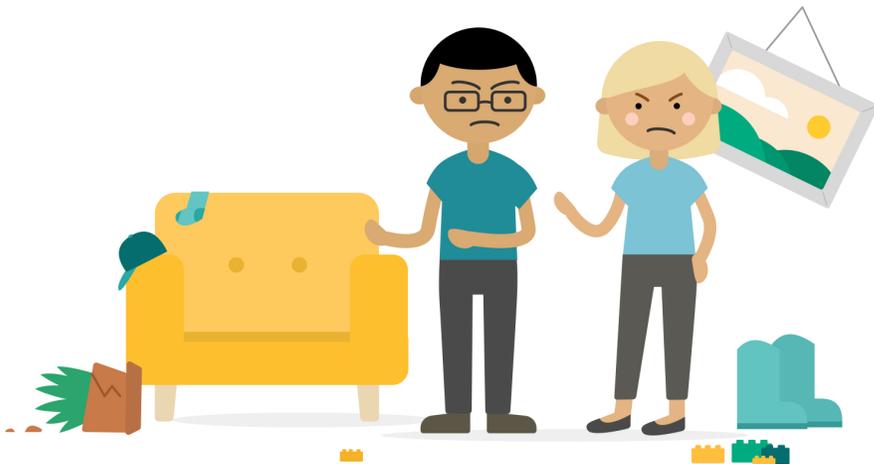
Tidying up brings joy

70 percent of Americans say they experience a feeling of accomplishment after tidying their home, but **70 percent also reported** they've argued with a partner about a cluttered space in their home.

90% of Americans say having a tidy partner is at least "somewhat important" in their relationship

32% of Americans would rather go to the DMV or the dentist to avoid an argument about cleaning

43% stated they've decided to tidy up because they had guests coming over

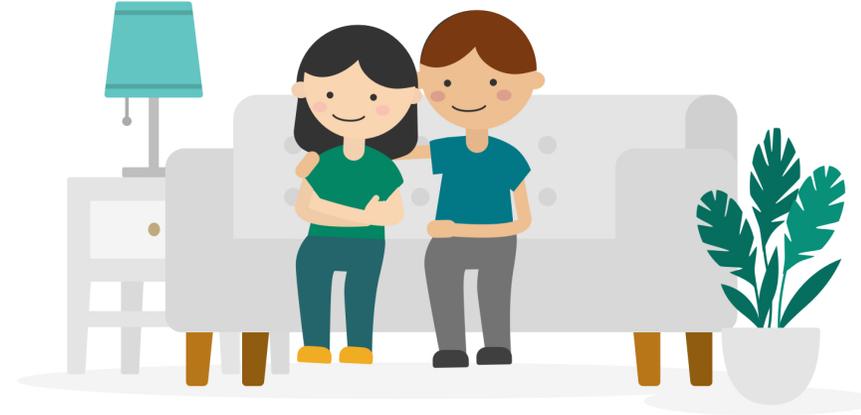


61% of Americans felt de-stressed after decluttering

54% said they felt relaxed

47% said they felt productive

31% said they felt confident



“ This year, so many people have taken interest in the life-changing KonMari method, asking themselves if the items they've been holding on to spark joy. Frequently, my clients are surprised with the amount of things they've kept that no longer serve them. It gives people comfort when they resell their stuff through marketplaces like OfferUp, because they can give their things a new life and a new home. Tidying up allows people to re-discover and fall in love with their space again. ”



Caitlin Roberts,
KonMari Method™
Master Consultant



Recommerce pays (and saves!)

There's almost a trillion dollars worth of unused items inside American households today, and interest in recommerce is growing as more value-conscious millennials look to save money and find deals.

43 percent of Americans plan to engage in more recommerce this year compared to 2018, and half of Americans plan to resell their gently used goods to support their income!

Last year, the average person on OfferUp made more than \$978 in a month selling items during Spring Cleaning!

GET YOUR MONEY BACK

Americans believe these items will get you the most money back when you resell them:



Everyone loves a bargain: people earning under \$50K are only **5% more likely to be a proud bargain shopper** than those earning more

RECOMMERCE AS A SIDE-HUSTLE

65% of those earning under \$50K are more likely to sell their own items instead of a family member's, compared to 57% of those earning more than \$50K

66% of Americans engage in recommerce to declutter their home

51% turn to recommerce to buy an expensive item for less

34% need to sell something in order to pay rent or a bill



APPENDIX

Methodology Summary

This survey was conducted by Pollfish on behalf of OfferUp February 27, 2019 to February 28, 2019. 2,000 adults (18 years or older) in the United States participated. The margin of error is 2 percent, with no additional weighting done to the initial sample.

About OfferUp

OfferUp makes selling or finding an item easy and simply with 44 million annual users spending more than 20 minutes a day on the app engaging in recommerce. With more than 75 million app downloads to date, OfferUp has been featured as a Top 5 Shopping app in the App Store and Google Play Store for more than three years.

OfferUp is dedicated to building the simplest and most trustworthy way for people to buy and sell in their communities. As the largest mobile marketplace for local buyers and sellers in the U.S., the company's apps make selling an item as easy as snapping a picture from your smartphone. The privately held company is based in Bellevue, WA and backed by top investors including Andreessen Horowitz, Warburg Pincus, GGV Capital, T Rowe Price and Coatue Management. For more information, visit our website, OfferUp.com, and follow us on social media.

