

# eBay Economy is More Balanced and Inclusive than the Overall U.S. Economy

eBay Enterprise Formation Is...

5.7 times more balanced<sup>1</sup>

5.6 times more inclusive<sup>2</sup>

than traditional net establishment growth

## Ranking County Economic Well-Being

In 2017, the Economic Innovation Group (EIG) published the “Distressed Communities Index”<sup>3</sup> to measure the economic vitality of U.S. geographies relative to their peers. EIG divided U.S. counties into quintiles of well-being – **PROSPEROUS**, **COMFORTABLE**, **MID-TIER**, **AT RISK**, and **DISTRESSED** – each tier is made up of progressively worse performers.



## Net Rate of Growth in Number of Enterprises by County Well-Being Quintile

eBay vs. Traditional Economy



● eBay-Enabled Small Businesses<sup>4</sup>

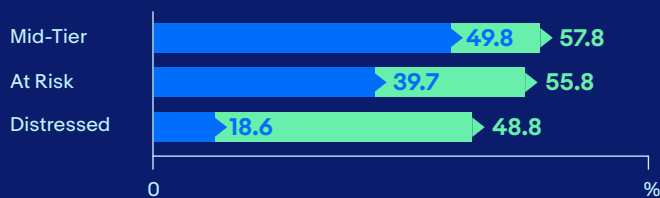
● Business Establishments

Note: Data covers 2011–2015



## Share of Counties with a Net Increase in Number of Enterprises

eBay vs. Traditional Economy



● eBay-Enabled Small Businesses<sup>4</sup>

● Business Establishments

Note: Data covers 2011–2015

<sup>1</sup> eBay (2018) ["Platform-Enabled Small Business Formation as a Counterweight Against Forces of Economic Concentration"](#) [Footnote 37]

<sup>2</sup> eBay (2018) ["Platform-Enabled Small Business Formation as a Counterweight Against Forces of Economic Concentration"](#) [Footnote 38]

<sup>3</sup> Economic Innovation Group (2017) ["The 2017 Distressed Communities Index."](#)

<sup>4</sup> Sellers with at least \$10,000 USD in annual sales on the eBay Marketplace