



## Kijiji.com Survey Finds New Parents Spend Over \$2,500 on Baby Items

Only 7% of Parents Consider Reselling Baby Items;  
Many Parents Missing Out On Opportunity to Cash In On Unused Items Around The House

**San Jose, CA, April 14, 2009** – Welcoming a new child into the family is a joyous occasion for all – however the additional expense associated with a new bundle of joy can also be a big worry for some parents. According to a recent survey by Kijiji.com, a free, local, family-friendly classifieds Web site, the **average American parents spent \$2,577 on baby-related items when their child was born.** Since the summer months are most common for new arrivals, many expectant parents are now looking to purchase their baby-related items, and find the space in their homes to store them. In today's economy, parents have more incentive than ever to find cost-effective ways to "nest."

### Honey, I Shrank Our Space!

Parents are also looking for ways to make room in their home for their new addition. Nearly **four in five parents (77%) said that after their child was born, their baby accumulated more stuff in a year than they themselves accumulated in five!** In fact, **nearly half of parents (44%) have converted an entire room** in their house or their garage to store baby items!

In this economy, it's more difficult for new families to take the step of upgrading to a larger living space. Instead, expectant parents can use Kijiji to sell their old unwanted items and make way for baby. In fact, a 2008 study from Kijiji found that the average household has 35 unused items with a resale value of \$680! The extra cash would come in handy to purchase all those baby-related items.

Kijiji is also a great place to buy gently-used baby items, like cribs, strollers and changing tables, at much lower prices than you'd find at retail stores, and provides an ideal solution for selling larger household items. The site is localized in over 220 cities, so expectant parents don't have to worry about shipping, and, unlike other resale sites, it's 100% free, so all of the proceeds can be used to prepare for their bundle of joy.

### Hold Off On The Hand-Me-Downs

As their child graduates from a stroller to a tricycle, **50% of parents choose to donate those expensive baby items** and **59% hand them down to a friend or family member.** However, many parents don't realize that the items their child no longer uses can easily make them some much-needed cash! **Only 7% of parents said they resell baby items** once their child has outgrown them, which means a whopping 93% of parents are missing out on potential cash. Although pricing depends on factors like brand name, original price and condition, the **average crib has a resale value of \$37** and the **average stroller sells for around \$30**, according to Intuit's ItsDeductible software. Kijiji.com is a safe and effective local classifieds site that can help parents sell these items and more, while connecting with other local parents in their communities.

### Safety First

Unlike other local classifieds sites, Kijiji takes great care to be a safe and family-friendly Web Site. With a dedicated customer support team, Kijiji takes extra efforts to keep the site clean and family friendly. Kijiji's Community Watch members also monitor the site and remove inappropriate content. Kijiji takes every precaution to make sure that local families have a great place to buy, sell, trade and connect!

### Survey Methodology

\*Data was conducted by among 400 nationally representative American parents ages 18+. The interviews were conducted by Wakefield between April 1 and April 7, 2009 via telephone using Random Digit Dialing. Quotas were

set to ensure reliable and accurate representation of total U.S. population over ages 18 and older. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and affected by the number of interviews and the level of percentages expressing the results. In this particular study, the chances are 95 in 100 that the survey result does not vary, plus or minus, by more than 4.9 percentage points from the result that would be obtained if interviews had been conducted with all person in the universe represented by the sample.

**About Kijiji**

Kijiji ([www.kijiji.com](http://www.kijiji.com)), which means “village” in Swahili, is a free, local classifieds website that makes it easy to buy or sell everything from clothes to cars, find a job, adopt a pet, rent an apartment, and do so much more, right in your own neighborhood. Kijiji is currently available in more than 1,000 cities and countries around the world, and the site launched in 220 cities in the U.S. on June 29, 2007. In addition to the U.S., Kijiji has online communities in Canada, Austria, France, Germany, Italy, Switzerland, Japan and Taiwan. Kijiji is part of a broader eBay Classifieds family including Gumtree, Marktplaats, Mobile.de and Loquo, which extends the reach of eBay Classifieds to more than 20 countries.

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