



shopgoodwill.com[®] Statistics **December 2011**

For more information:

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shopgoodwill.com is the first Internet auction site created and operated by a nonprofit organization. The brainchild of Goodwill Industries of Orange County (Santa Ana, CA), the site opened for business on August 31, 1999. Today, 136 Goodwill[®] agencies are registered to sell items on shopgoodwill.com.

Sales statistics for shopgoodwill.com as of December 2011:

2011 to date:	\$28,572,217.57
2010:	\$22,966,101.62
2009:	\$18,149,767.35
2008:	\$15,323,619.00
2007:	\$11,981,839.40
2006:	\$10,590,742.96
2005:	\$ 9,192,972.91
2004:	\$ 6,494,806.62
2003:	\$ 4,875,944.95
2002:	\$ 3,625,386.19
2001:	\$ 2,468,142.52
2000:	\$ 1,131,036.12
1999:	\$ 63,315.37

Total revenue generated: \$135,465,892.58

Total items sold: 6,308,185

Total items posted: 7,404,663

Average page views per day: 2,259,762

Average visits per day: 81,251

Registered buyers: 765,913 from all 50 states and many other countries

Average sales price per item: \$24.81

Highest-priced item sold: Frank Weston Benson Watercolor, for \$165,002, sold by Goodwill Industries of the Columbia-Willamette (Portland, OR)

Items posted on site: 45,892+ at any given time