



Etsy, Inc.
117 Adams Street
Brooklyn, New York
11201
ETSY.COM

March 10, 2017

Rafi Goldberg

Office of Policy Analysis and Development
National Telecommunications & Information Administration
1401 Constitution Ave. NW
Washington, DC 20230

**RE: NOTICE OF PROPOSED INFORMATION COLLECTION; COMMENT REQUEST;
COMPUTER AND INTERNET USE SUPPLEMENT**

Dear Mr. Goldberg,

Etsy requests to submit the following comments to the National Telecommunications and Information Administration (NTIA) for information collection in regards to the Computer and Internet Use Supplement scheduled for November 2017, as part of the 2017 Current Population Survey.

Etsy is a global creative commerce platform. We build markets, services and economic opportunity for creative entrepreneurs. Within our markets, millions of people around the world connect, both online and offline, to make, sell and buy unique goods. We also offer a wide range of Seller Services and tools that help creative entrepreneurs start, manage and scale their businesses. Our mission is to reimagine commerce in ways that build a more fulfilling and lasting world, and we're committed to using the power of business to strengthen communities and empower people.

Etsy enables over 1.7 million creative entrepreneurs to start and grow micro-businesses on their own terms. In 2016, they generated \$2.84 billion in gross merchandise sales. These tech-enabled entrepreneurs utilize the internet to operate global enterprises, often from their home studios. We continue to invest in researching the economic impact of our community of sellers through independent studies and analysis. Based on our findings and anecdotal evidence working with thousands of Etsy sellers across the globe, we often put forward policy recommendations. We use these materials to help educate policymakers in all level of governments across the world.

We support the NTIA's interest in further investigating the innovative ways that people use the internet today, and offer our perspective on the following:

Re: (c) ways to enhance the quality, utility, and clarity of the information to be collected

We believe the questions in this section can benefit from additional questions that expand the utility of the data produced by the report:

- Do you earn your primary income from selling goods on the Internet? If yes, do you do this by choice or out of necessity?
- Do you earn supplemental income from selling goods on the Internet? If yes, do you do this by choice or out of necessity?

Particularly with regard to the "EGOODS" question, *"Do you use the internet to sell goods? Examples include selling items on Etsy or eBay,"* we recommend asking:



Etsy, Inc.
117 Adams Street
Brooklyn, New York
11201
ETSY.COM

- If so, what percentage of your income would you estimate is derived from sales conducted on or via the internet?
- If so, do you use the internet to sell goods to markets outside the US?

Thank you for taking the time to review our submission.

Sincerely,

DocuSigned by:

Attea Erickson

5AFCA396C12543E...

Senior Director, Global Public Policy
Etsy, Inc.