

Direct Sales: 18 Million American Entrepreneurs Strong and Growing



Direct sales is among the most accessible paths to entrepreneurship. More than 18 million Americans are involved in direct selling to make a few extra dollars, or to build a business. That's because direct sales offers a low-risk way to participate in a fast-growing part of the economy.



Direct sales remains a relationship business. Some of those relationships still happen face-to-face; however, direct sales has changed along with the rest of the economy. Individuals are building relationships through social media, using e-commerce sites to complete transactions, and sometimes functioning as mobile "show rooms" for emerging product lines. The appeal of direct sales is often the ability to experience the product first hand and build a relationship with a

sales person who uses the product themselves. Direct sales fills in an important gap in the emerging online economy.

For most Americans involved in direct sales, the revenue they earn is not their primary income but the way to a family vacation, or presents for the holidays, or just a little extra spending money. In fact, most direct sellers only work part time in direct sales, and many have other jobs.

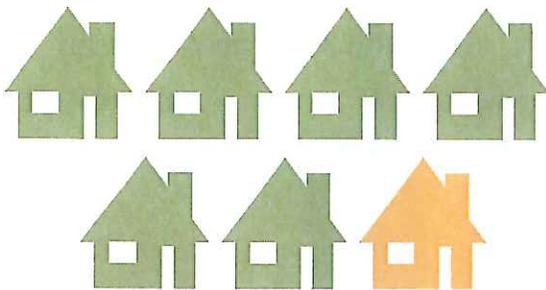
Direct sellers are your neighbors, your friends, and your family—and whether they work a few hours a week or full-time, they are American entrepreneurs in the truest sense of the word.

The information contained herein gives you a visual snapshot of direct sales in America. We hope you'll take a couple minutes to better understand what direct sales is all about.

Direct Sales Is Part of the Fabric of America

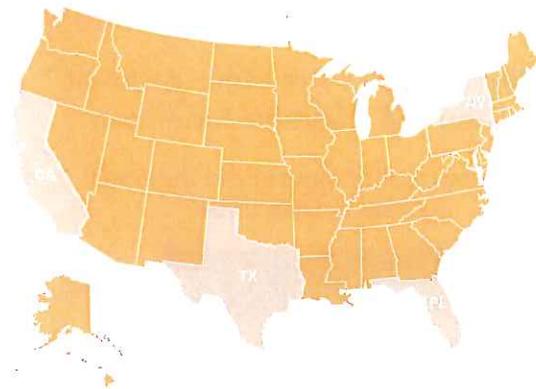
Direct Sales Touches Every Neighborhood in America

About 1 in 7 U.S. Households Are Involved in Direct Selling



Source: DSA 2014 National Salesforce Study
U.S. Census and DSA 2015 Growth & Outlook Survey—Direct Selling in 2014

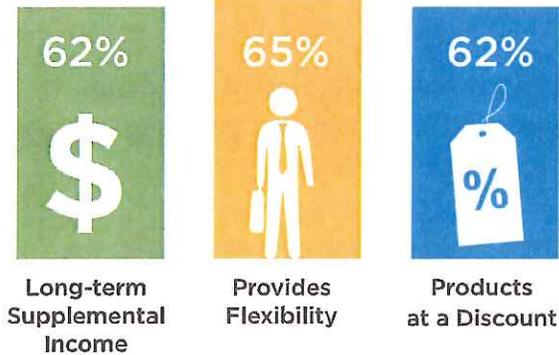
The number of people involved in direct selling in the U.S. exceeds the population of each state in the U.S. with the exception of the four largest.



Source: DSA 2014 Growth and Outlook Survey
U.S. Census (<http://www.census.gov/popest/data/state/totals/2014/index.html>)

Direct Sellers Value Opportunity

Americans Turn to Direct Sales Because It Meets Their Needs



Source: DSA 2014 National Salesforce Study

Direct Sales Is Popular by Any Measure



Source: DSA 2014 National Salesforce Study

Direct Sales Is the Most Accessible Path to American Entrepreneurship

Direct Sales Is Accessible With a Low Cost-of-Entry



Source: Conservative estimate based on cost of courses needed to obtain real estate license, pay for initial materials, MLS system costs, REALTOR membership. Costs vary by state.

Conservative estimate. Many large chain restaurants have start up costs in excess of \$1 million—though some are less.

Direct Sales Is Low Risk

Refund Percentage If You Decide to Stop



Source: DSA Code of Ethics

Direct Sellers are Empowered

Direct Sellers Are More Affluent Than the Average American

Percentage of Household Incomes Greater than \$50K



Source: U.S. Census
2014 DSA National Salesforce Study
2013 DSA Sales Strategy Survey

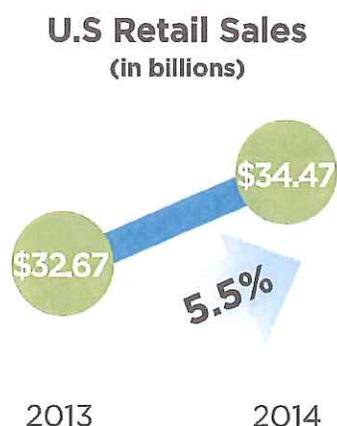
Direct Sellers Are Better Educated Than the Average American

Direct Sellers vs. U.S. Average



Source: DSA 2014 National Salesforce Study
National Center for Education Statistics

Impact of Direct Selling by State, 2014



State	People Involved in Direct Selling	Sales by State: Industry Estimate
Alabama	275,279	\$363M
Alaska	47,262	\$91.3M
Arizona	359,934	\$565.8M
Arkansas	216,489	\$210.6M
California	2,065,458	\$4B
Colorado	462,928	\$675.6M
Connecticut	139,139	\$311.6M
Delaware	47,848	\$117.3M
Florida	1,057,213	\$1.66B
Georgia	548,228	\$817.3M
Hawaii	120,590	\$177.2M
Idaho	104,941	\$203.5M
Illinois	756,050	\$1.37B
Indiana	369,897	\$572.3M
Iowa	277,197	\$399.8M
Kansas	193,708	\$366.2M
Kentucky	154,607	\$277.8M
Louisiana	220,713	\$327.8M
Maine	48,534	\$91.3M
Maryland	278,775	\$650.8M
Massachusetts	222,561	\$382.4M
Michigan	516,359	\$755.5M
Minnesota	440,010	\$694.7M
Mississippi	141,241	\$218.6M
Missouri	366,402	\$511.6M
Montana	85,518	\$148.9M
Nebraska	145,720	\$235.7M

State	People Involved in Direct Selling	Sales by State: Industry Estimate
Nevada	142,859	\$283.7M
New Hampshire	57,168	\$102.4M
New Jersey	472,170	\$1.16B
New Mexico	97,325	\$200.4M
New York	1,061,919	\$2.5B
North Carolina	419,690	\$795.6M
North Dakota	70,318	\$130M
Ohio	541,293	\$975.5M
Oklahoma	305,298	\$415M
Oregon	256,332	\$514.6M
Pennsylvania	623,698	\$1.5B
Rhode Island	33,330	\$66.1M
South Carolina	186,830	\$307.1M
South Dakota	69,105	\$115.5M
Tennessee	346,197	\$529.4M
Texas	2,244,557	\$5.75B
Utah	193,468	\$366.7M
Vermont	24,124	\$47.8M
Virginia	396,405	\$700.1M
Washington	403,880	\$727.3M
West Virginia	51,954	\$128M
Wisconsin	397,453	\$633.7M
Wyoming	51,029	\$81.6M
District of Columbia	32,527	\$69.6M
Guam	5,538	\$18M
Puerto Rico	48,221	\$147.3M
U.S. Virgin Islands	4,193	\$10.3M

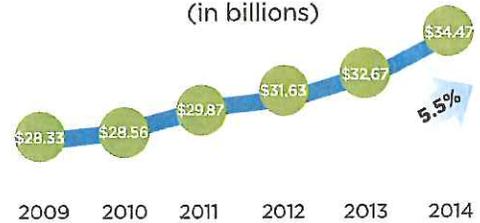
Note: These estimated sales and seller figures are based on survey data submitted directly from DSA members and secondary research.

Direct Selling in 2014: An Overview

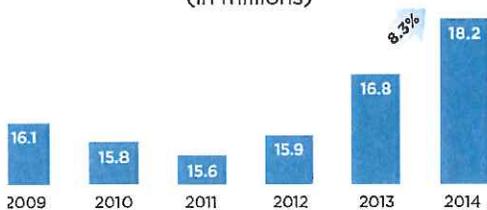


Over 18 million people (18.2) were involved in direct selling in the United States in 2014, with estimated retail sales reaching \$34.5 billion, a 5.5% increase from 2013. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2014 than any year previously.

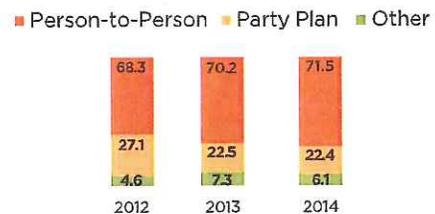
U.S. Retail Sales (in billions)



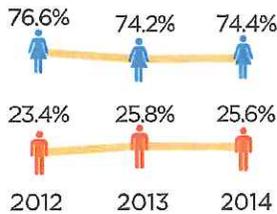
People Involved in Direct Selling (in millions)



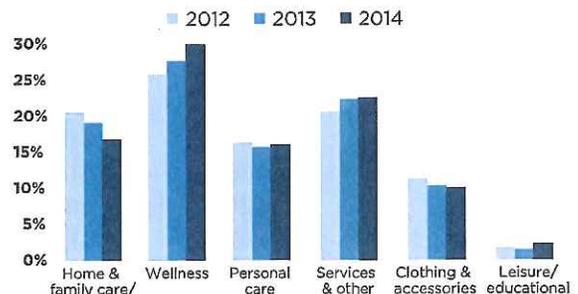
Percentage by Sales Strategy



Representatives by Gender



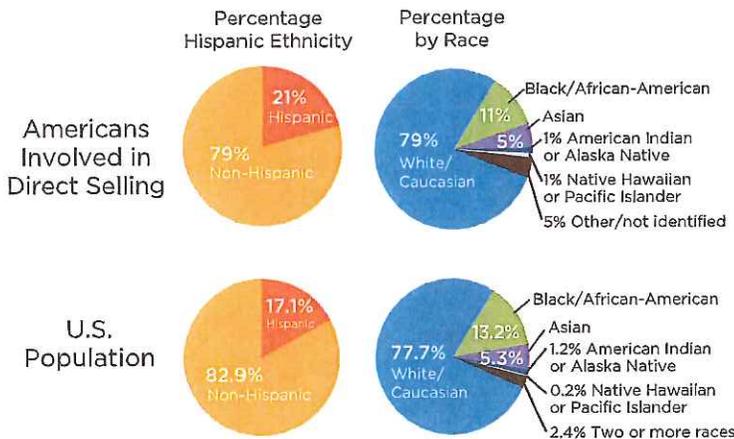
Sales by Major Product Group



Note: Starting in 2014, adult products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.

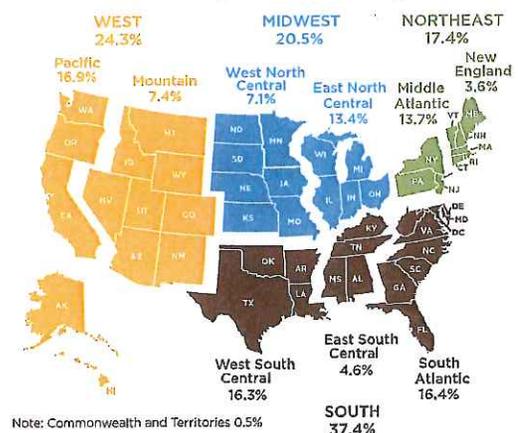
Ethnic and Racial Demographics

Direct selling reflects America.



Source: U.S. Census Bureau: USA People QuickFacts data updated 6/30/14 for 2013; <http://quickfacts.census.gov/qfd/states/00000.html>

Sales by Census Region



Note: Commonwealth and Territories 0.5%

Source: 2015 Growth & Outlook Report: U.S. Direct Selling in 2014 and other sources. For further information, visit www.dsa.org/research/industry-statistics or contact DSA's Sr. VP of Public Affairs, Paul Skowronek at 202-452-8866.

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