

Impact of Direct Selling by State, 2016



U.S. Retail Sales:
\$35.54
billion



State	People Involved in Direct Selling	Sales by State Industry Estimate
Alabama	244,075	\$316M
Alaska	37,595	\$67M
Arizona	393,129	\$682M
Arkansas	262,164	\$223M
California	2,161,497	\$4.15B
Colorado	427,396	\$671M
Connecticut	200,012	\$358M
Delaware	63,519	\$142M
Florida	1,189,859	\$1.86B
Georgia	656,117	\$876M
Hawaii	106,840	\$182M
Idaho	105,757	\$199M
Illinois	836,857	\$1.48B
Indiana	349,906	\$604M
Iowa	249,450	\$372M
Kansas	209,192	\$326M
Kentucky	215,225	\$328M
Louisiana	286,975	\$297M
Maine	54,276	\$106M
Maryland	352,957	\$681M
Massachusetts	239,729	\$433M
Michigan	381,907	\$702M
Minnesota	365,697	\$646M
Mississippi	164,517	\$192M
Missouri	388,239	\$480M
Montana	85,430	\$154M
Nebraska	170,535	\$278M
Nevada	173,180	\$340M

State	People Involved in Direct Selling	Sales by State Industry Estimate
New Hampshire	60,643	\$119M
New Jersey	567,440	\$1.06B
New Mexico	117,483	\$207M
New York	1,255,469	\$2.32B
North Carolina	489,245	\$826M
North Dakota	64,700	\$132M
Ohio	554,226	\$1.04B
Oklahoma	309,612	\$364M
Oregon	278,404	\$543M
Pennsylvania	776,245	\$1.47B
Rhode Island	57,839	\$98M
South Carolina	214,627	\$338M
South Dakota	70,823	\$131M
Tennessee	370,763	\$501M
Texas	3,258,545	\$6.29B
Utah	194,982	\$422M
Vermont	21,560	\$41M
Virginia	393,727	\$705M
Washington	413,374	\$717M
West Virginia	64,214	\$130M
Wisconsin	384,371	\$645M
Wyoming	44,483	\$84M
District of Columbia	22,944	\$37M
Guam	9,610	\$18M
Puerto Rico	124,960	\$142M
U.S. Virgin Islands	5,633	\$9M
N. Mariana Islands	1,039	\$1M
American Samoa	409	\$2M

Note: These estimated direct sales and people involved figures are extrapolated based on 2017 Growth & Outlook Survey data submitted directly from DSA members.