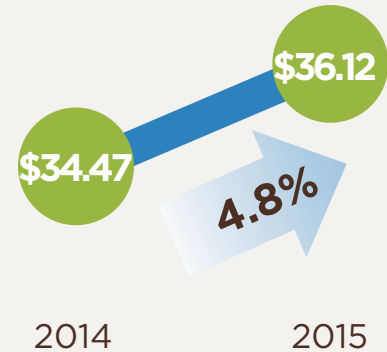


Impact of Direct Selling by State, 2015

Nationwide Sales



U.S. Retail Sales (in billions)



State	People Involved in Direct Selling	Sales by State Industry Estimate
Alabama	227,949	\$284M
Alaska	44,400	\$83M
Arizona	401,689	\$702M
Arkansas	253,692	\$213M
California	2,142,561	\$4.03B
Colorado	429,597	\$681M
Connecticut	205,909	\$408M
Delaware	66,248	\$134M
Florida	1,210,729	\$1.74B
Georgia	621,966	\$806M
Hawaii	138,029	\$191M
Idaho	114,037	\$201M
Illinois	777,134	\$1.42B
Indiana	338,934	\$564M
Iowa	249,488	\$399M
Kansas	204,281	\$339M
Kentucky	194,407	\$278M
Louisiana	270,292	\$282M
Maine	55,431	\$101M
Maryland	356,853	\$617M
Massachusetts	280,006	\$433M
Michigan	375,070	\$676M
Minnesota	365,749	\$676M
Mississippi	154,401	\$175M
Missouri	378,673	\$446M
Montana	92,977	\$158M
Nebraska	155,885	\$251M

State	People Involved in Direct Selling	Sales by State Industry Estimate
Nevada	181,473	\$338M
New Hampshire	65,521	\$125M
New Jersey	594,993	\$1.17B
New Mexico	111,009	\$200M
New York	1,295,844	\$2.71B
North Carolina	457,146	\$839M
North Dakota	58,073	\$121M
Ohio	546,252	\$938M
Oklahoma	292,007	\$341M
Oregon	297,310	\$574M
Pennsylvania	807,992	\$1.65B
Rhode Island	56,249	\$104M
South Carolina	200,338	\$314M
South Dakota	65,939	\$126M
Tennessee	359,588	\$478M
Texas	3,079,833	\$7.00B
Utah	250,187	\$390M
Vermont	22,844	\$60M
Virginia	377,609	\$650M
Washington	425,376	\$725M
West Virginia	57,760	\$124M
Wisconsin	370,389	\$650M
Wyoming	42,804	\$76M
District of Columbia	22,693	\$37M
Guam	7,933	\$18M
Puerto Rico	36,924	\$55M
U.S. Virgin Islands	9,528	\$15M

Note: These estimated sales and seller figures are extrapolated based on 2016 Growth & Outlook Survey data submitted directly from DSA members and secondary research.