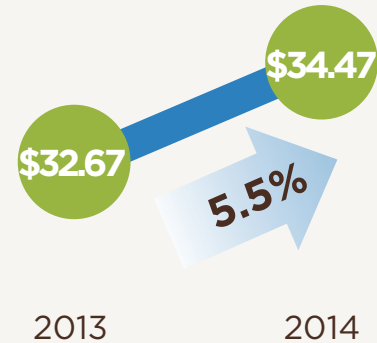


Impact of Direct Selling by State, 2014

Nationwide Sales



U.S. Retail Sales (in billions)



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.