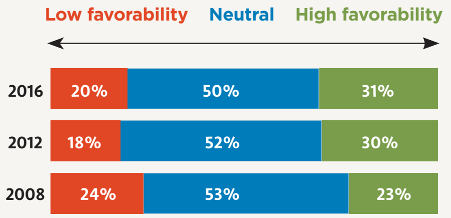
2017 Direct Selling Consumer Attitudes Survey

DIRECT SELLING ASSOCIATION

Key Consumer Findings

Direct selling favorability ratings are up from 2008 and consistent with 2012, with 81% giving the industry neutral or high favorability ratings.



Note: Percentages may not sum to 100% due to rounding

Over 50% are likely to purchase from a direct selling representative in the next year.

Top positive associations with direct selling include supporting small businesses and the personal service of representatives and their accessibility.

Why Become a Direct Selling Representative?

Flexibility

"I want to have the freedom to do what I need and want in life without the restriction of mandatory hours and set pay for what I do. I need the flexibility to spend time with my loved ones."

Long-term or Supplemental Income

"My company allows me to work fulltime from home AND be there for my family; to have total control over my income in the present and my full earning potential in the company, raising my family out of debt."

Loving the product and sharing it with others

"Be part of something bigger than myself, give to causes that matter to me, and make a difference in the lives of others."

Broader U.S. Trends

The growing **collaborative economy** poses an opportunity for direct selling to attract people who desire supplemental income on a part-time, flexible basis with quick and low-cost start up.

Consumers are largely supportive of the use of **social media** for direct selling.

Diversity and Empowerment

Hispanics are more **highly favorable** toward direct selling than non-Hispanics.

Hispanics: 38%

Non-Hispanics: 29%

Changes in technology and modes of communication along with higher interest in less traditional job opportunities make the Millennial generation of great importance to direct selling companies. Millennials are also more favorable toward direct selling than other generations.

This study was conducted in the United States in 2016 by Artemis Strategy Group on behalf of the Direct Selling Association. The sample is 1,583 adults, and was designed to over-represent females (the primary shopping sample) because a large portion of buyers in the direct selling industry are female. The 2016 study, fielded in October & November of 2016 is consistent in design with 2012 and 2008 studies.

Source: 2017 Consumer Attitudes Report; For further information visit www.dsa.org/benefits/research.

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