

# FACT SHEET

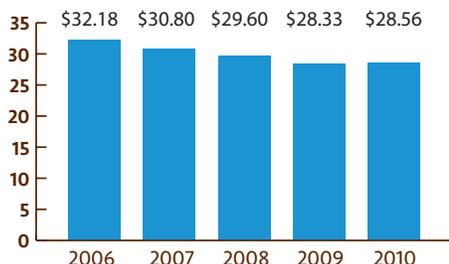
## U.S. DIRECT SELLING IN 2010



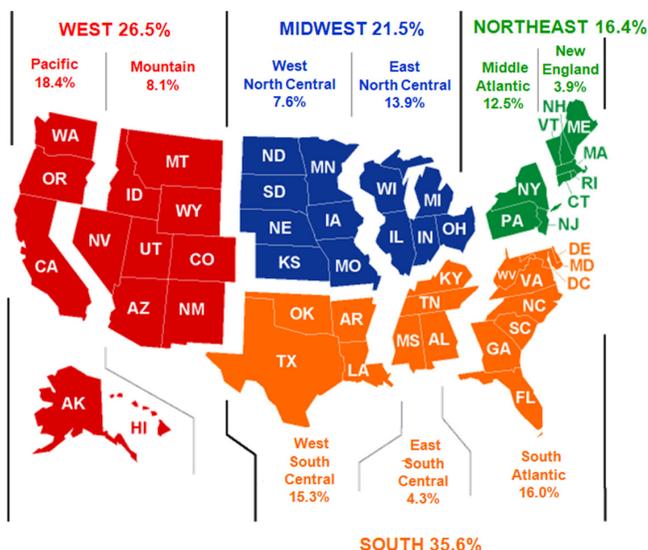
DIRECT SELLING ASSOCIATION

### 2010 U.S. Direct Retail Sales \$28.56 Billion

U.S. Retail Sales (\$Billion)



### PERCENT OF SALES BY CENSUS REGION



### PERCENT OF SALES BY MAJOR PRODUCT GROUP

	2008	2009	2010
Home & family care/home durables	25.4	23.9	24.4
Wellness (i.e. weight loss products, vitamins, etc.)	22.7	22.8	23.0
Personal Care	21.5	21.3	19.4
Services (i.e. travel, real estate, group buying, utilities & financial services) & other	16.6	18.4	19.2
Clothing & accessories	10.4	10.3	11.0
Leisure/educational	3.4	3.3	3.0

### PERCENT OF SALES BY SALES STRATEGY

	2008	2009	2010
Individual/person-to-person	66.3	64.3	63.5
Party plan/group selling	25.7	25.4	27.9
Customer direct order & autoship	7.4	9.8	7.5
Other	0.6	0.5	1.1

### PERCENT OF SALES, DIRECT SELLERS AND FIRMS BY TYPE OF COMPANY COMPENSATION PLAN\*

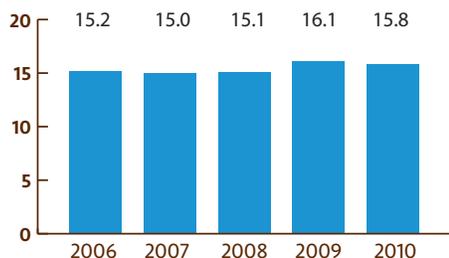
	Sales	Sellers	Firms
Multilevel	96.9	99.2	93.1
Single level	3.1	0.8	6.9

\*A direct selling company may use a multilevel plan or a single level plan or both to compensate direct sellers. A direct selling company offering a multilevel compensation plan is classified as multilevel even if it offers a single level plan as well.

### 2010 U.S. Direct Sellers 15.8 Million

Indicates number of sellers throughout the year

U.S. Direct Sellers (Million)



Source: 2011 Growth & Outlook Survey Report: U.S. Direct Selling in 2010 and other sources. To view graphic depictions of these findings, please go to: [www.dsa.org/research/industry-statistics/](http://www.dsa.org/research/industry-statistics/)

For further information contact  
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### PERCENT OF DIRECT SELLERS BY RACE

	2010	2010 U.S. Census
White non-Hispanic	73.5	63.8
White Hispanic	14.2	8.7
Black or African American	7.1	12.6
Asian or Pacific Islander	3.1	4.9
American Indian/Alaska Native	0.5	0.9
Other/unknown	1.6	6.2

### PERCENT OF DIRECT SELLERS BY GENDER

	2008	2009	2010	2010 U.S. Census
Female	86.4	82.4	81.8	50.8
Male	13.6	17.6	18.2	49.2

### PERCENT OF DIRECT SELLERS BY TIME WORKED

	2008	2009	2010
Part-Time	91.1	92.5	91.1
Full-Time	8.9	7.5	8.9