

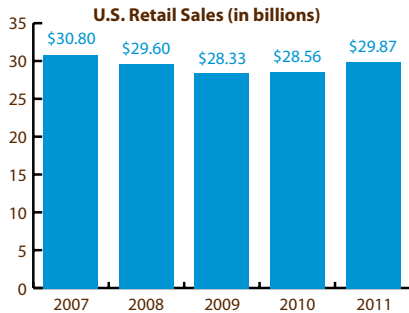
FACT SHEET

U.S. DIRECT SELLING IN 2011

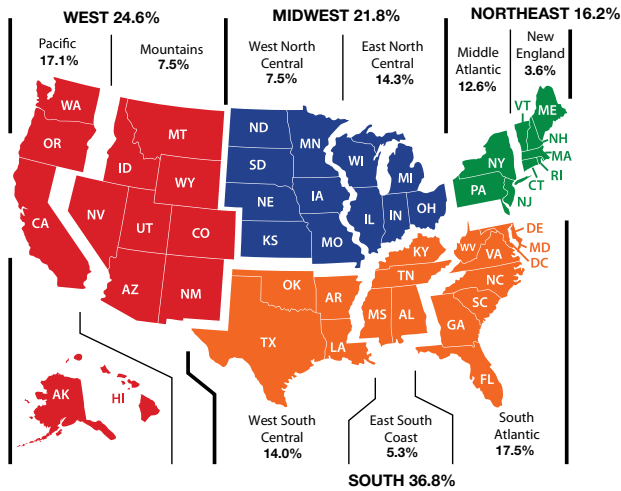


**DIRECT SELLING
ASSOCIATION**

2011 U.S. DIRECT SALES



PERCENT OF SALES BY CENSUS REGION



Note: Commonwealths and Territories 0.6%

PERCENT OF SALES BY MAJOR PRODUCT GROUP

	2009	2010	2011
Home & family care/home durables	23.9	24.4	22.6
Wellness (i.e. weight loss products, vitamins, etc.)	22.8	23.0	24.1
Personal care	21.3	19.4	18.2
Services (i.e., travel, real estate, group buying, utilities & financial services) & other	18.4	19.2	20.7
Clothing & accessories	10.3	11.0	12.3
Leisure/educational	3.3	3.0	2.1

PERCENT OF SALES BY SALES STRATEGY

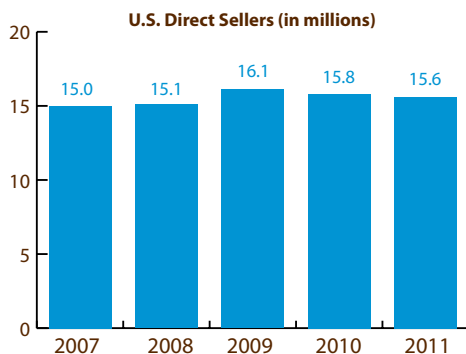
	2009	2010	2011
Individual/person-to-person	64.3	63.5	64.9
Party plan/group selling	25.4	27.9	30.9
Other	10.3	8.6	4.2

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

	Sales	Sellers	Firms
Multilevel	95.4	98.7	95.7
Single level	4.6	1.3	4.3

*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.

2011 U.S. DIRECT SELLERS



Source: 2011 Growth & Outlook Survey Report: U.S. Direct Selling in 2011 and other sources. Find more information online at: www.dsa.org/statistics/

*2010 Direct Sellers by Race data is from the 2010 Growth & Outlook Survey. Race data was not collected in 2011. U.S. Census "other" category includes those who selected "2 or more races."

For further information contact

Amy M. Robinson, Chief Marketing Officer

PERCENT OF DIRECT SELLERS BY RACE

	2010	2010 US census
White non-Hispanic	73.5	63.7
Hispanic	14.2	16.3
Black or African American	7.1	12.2
Asian or Pacific Islander	3.1	4.8
American Indian/Alaska Native	0.5	0.7
Other/unknown	1.6	2.3*

PERCENT OF DIRECT SELLERS BY GENDER

	2008	2009	2010	2011
Female	86.4	82.4	81.8	78.1
Male	13.6	17.6	18.2	21.9

PERCENT OF DIRECT SELLERS BY TIME WORKED

	2008	2009	2010	2011
Part-time	91.1	92.5	91.1	88.8
Full-time	8.9	7.5	8.9	11.2