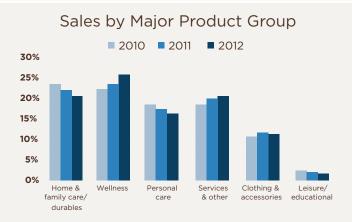
## **Direct Selling in 2012: An Overview**

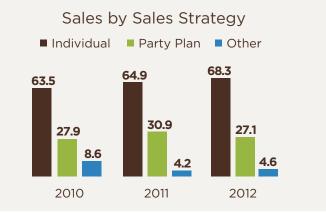


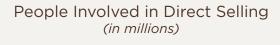
Nearly 16 million people were involved in direct selling in the United States in 2013, with estimated retail sales reaching \$31.63 billion.

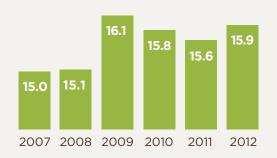


## Sales by Census Region **NORTHEAST WEST MIDWEST** 24.7% 21.7% 16.4% New **Pacific** West North England 17.3% Mountain Central 3.6% East North Middle 7.4% 7.3% Central Atlantic 14.4% 12.8% WY **East South** Central West South South 5.3% Atlantic SOUTH \$36.6% Note: Commonwealth and Territories 0.6%









Representatives by Gender

