

FACT SHEET

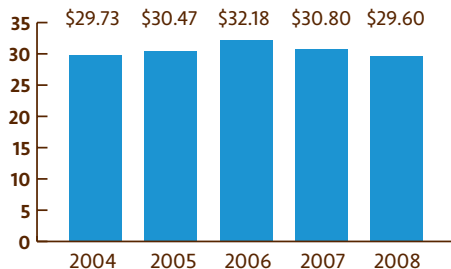
U.S. DIRECT SELLING IN 2008



DIRECT SELLING ASSOCIATION

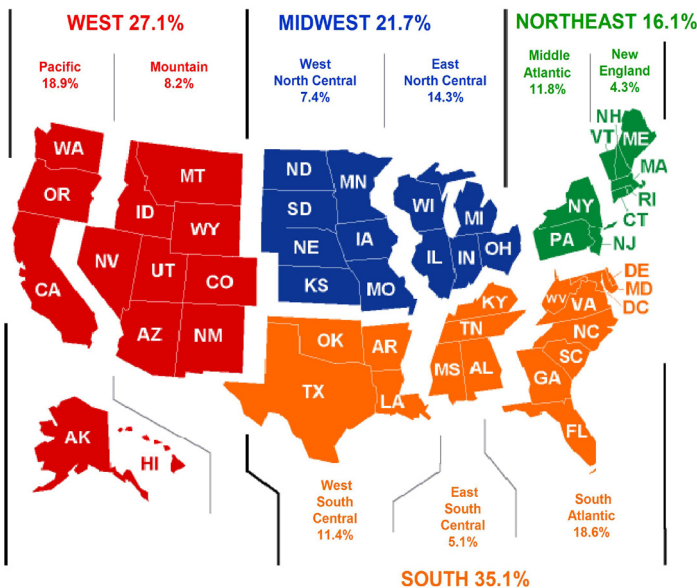
2008 U.S. Direct Retail Sales \$29.6 Billion

U.S. Retail Sales (\$Billion)



PERCENT OF SALES BY CENSUS REGION

South	35.1
West	27.1
Midwest	21.7
Northeast	16.1



PERCENT OF SALES BY MAJOR PRODUCT GROUP

Home & family care/home durables	25.4
Wellness (weight loss products, vitamins, etc.)	22.7
Personal Care	21.5
Services/other	16.6
Clothing & accessories	10.4
Leisure/educational (books, videos, toys, etc.)	3.4

PERCENT OF SALES BY LOCATION/MEDIUM

Face-to-face selling	76.7
In the home (Include sellers' self consumption)	71.8
At a temporary location (fair, exhibition, etc.)	2.5
In the work place	2.2
Other locations (salesperson's office, etc.)	0.2
Remote selling	20.7
Internet (World Wide Web, e-mail)	11.9
Phone	8.4
Other (mail, fax, etc.)	0.4

Auto shipments (to customers of direct sellers) 2.6

PERCENT OF SALES BY SALES STRATEGY

Individual/person-to-person (incl. self-consumption by direct sellers)	66.3
Party plan/group	25.7
Customer with autoshipments from or direct orders with firms	7.4
Other	0.6

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

	Sales	Sellers	Firms
Multilevel	96.3	99.4	93.8
Single level	3.7	0.6	6.2

*A direct selling company may use a multilevel plan or a singlelevel 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.

2008 U.S. Direct Sellers 15.1 Million

PERCENT OF DIRECT SELLERS BY DISTRIBUTORSHIP TYPE

One-person distributorship	85.3
Two-person distributorship	13.3
Multi-person distributorship	1.4

PERCENT OF DIRECT SELLERS BY HOURS WORKED

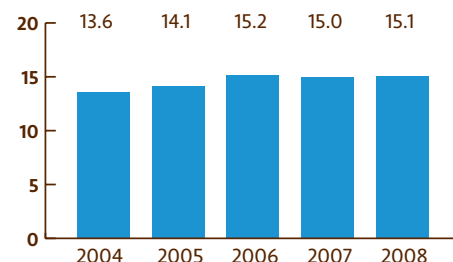
Full-time (30 or more hours per week)	8.9
Part-time	91.1

PERCENT OF DIRECT SELLERS BY GENDER

Female	86.4
Male	13.6

Source: 2009 Growth & Outlook Survey Report: U.S. Direct Selling in 2008 and other sources. To view graphic depictions of these findings, please go to: www.dsa.org/pubs/numbers/

U.S. Direct Sellers (Million)



For further information contact

Amy M. Robinson, VP of Communications & Media Relations,
or Eileen Creamer O'Neill, VP of Research Services.