

Impact of Direct Selling by State, 2018



U.S. Retail Sales:
\$35.4
billion



State	People Involved in Direct Selling	Retail Sales
Alabama	228,206	\$367M
Alaska	47,743	\$82M
Arizona	333,395	\$683M
Arkansas	171,204	\$278M
California	2,200,268	\$4.36B
Colorado	384,817	\$739M
Connecticut	149,100	\$378M
Delaware	47,730	\$124M
Florida	865,580	\$1.79B
Georgia	383,574	\$871M
Hawaii	85,740	\$171M
Idaho	123,280	\$217M
Illinois	668,481	\$1.53B
Indiana	316,539	\$611M
Iowa	182,629	\$393M
Kansas	177,290	\$336M
Kentucky	171,539	\$329M
Louisiana	176,767	\$314M
Maine	71,905	\$133M
Maryland	279,723	\$657M
Massachusetts	214,745	\$513M
Michigan	418,422	\$793M
Minnesota	296,721	\$687M
Mississippi	138,346	\$226M
Missouri	276,102	\$521M
Montana	86,158	\$157M
Nebraska	140,700	\$303M
Nevada	159,492	\$342M

State	People Involved in Direct Selling	Retail Sales
New Hampshire	70,972	\$152M
New Jersey	385,202	\$958M
New Mexico	86,462	\$209M
New York	979,523	\$2.3B
North Carolina	410,741	\$898M
North Dakota	63,422	\$160M
Ohio	517,448	\$1.1B
Oklahoma	235,777	\$362M
Oregon	220,626	\$515M
Pennsylvania	523,902	\$1.2B
Rhode Island	39,587	\$104M
South Carolina	206,555	\$398M
South Dakota	59,645	\$138M
Tennessee	300,949	\$536M
Texas	2,037,600	\$5.17B
Utah	358,853	\$449M
Vermont	32,725	\$55M
Virginia	342,091	\$737M
Washington	318,659	\$775M
West Virginia	67,878	\$131M
Wisconsin	280,854	\$662M
Wyoming	62,161	\$114M
District of Columbia	22,723	\$48M
Guam	14,075	\$30M
Puerto Rico	82,228	\$202M
U.S. Virgin Islands	11,445	\$22M
N. Mariana Islands	11,049	\$20M
American Samoa	653	\$.93M

Note: These estimated direct sales and people involved figures are extrapolated based on 2019 Growth & Outlook Survey data submitted directly from DSA members.