

# Impact of Direct Selling by State, 2016



**U.S. Retail Sales:**  
**\$35.54**  
**billion**



| State         | People Involved in Direct Selling | Sales by State Industry Estimate |
|---------------|-----------------------------------|----------------------------------|
| Alabama       | 244,075                           | \$316M                           |
| Alaska        | 37,595                            | \$67M                            |
| Arizona       | 393,129                           | \$682M                           |
| Arkansas      | 262,164                           | \$223M                           |
| California    | 2,161,497                         | \$4.15B                          |
| Colorado      | 427,396                           | \$671M                           |
| Connecticut   | 200,012                           | \$358M                           |
| Delaware      | 63,519                            | \$142M                           |
| Florida       | 1,189,859                         | \$1.86B                          |
| Georgia       | 656,117                           | \$876M                           |
| Hawaii        | 106,840                           | \$182M                           |
| Idaho         | 105,757                           | \$199M                           |
| Illinois      | 836,857                           | \$1.48B                          |
| Indiana       | 349,906                           | \$604M                           |
| Iowa          | 249,450                           | \$372M                           |
| Kansas        | 209,192                           | \$326M                           |
| Kentucky      | 215,225                           | \$328M                           |
| Louisiana     | 286,975                           | \$297M                           |
| Maine         | 54,276                            | \$106M                           |
| Maryland      | 352,957                           | \$681M                           |
| Massachusetts | 239,729                           | \$433M                           |
| Michigan      | 381,907                           | \$702M                           |
| Minnesota     | 365,697                           | \$646M                           |
| Mississippi   | 164,517                           | \$192M                           |
| Missouri      | 388,239                           | \$480M                           |
| Montana       | 85,430                            | \$154M                           |
| Nebraska      | 170,535                           | \$278M                           |
| Nevada        | 173,180                           | \$340M                           |

| State                | People Involved in Direct Selling | Sales by State Industry Estimate |
|----------------------|-----------------------------------|----------------------------------|
| New Hampshire        | 60,643                            | \$119M                           |
| New Jersey           | 567,440                           | \$1.06B                          |
| New Mexico           | 117,483                           | \$207M                           |
| New York             | 1,255,469                         | \$2.32B                          |
| North Carolina       | 489,245                           | \$826M                           |
| North Dakota         | 64,700                            | \$132M                           |
| Ohio                 | 554,226                           | \$1.04B                          |
| Oklahoma             | 309,612                           | \$364M                           |
| Oregon               | 278,404                           | \$543M                           |
| Pennsylvania         | 776,245                           | \$1.47B                          |
| Rhode Island         | 57,839                            | \$98M                            |
| South Carolina       | 214,627                           | \$338M                           |
| South Dakota         | 70,823                            | \$131M                           |
| Tennessee            | 370,763                           | \$501M                           |
| Texas                | 3,258,545                         | \$6.29B                          |
| Utah                 | 194,982                           | \$422M                           |
| Vermont              | 21,560                            | \$41M                            |
| Virginia             | 393,727                           | \$705M                           |
| Washington           | 413,374                           | \$717M                           |
| West Virginia        | 64,214                            | \$130M                           |
| Wisconsin            | 384,371                           | \$645M                           |
| Wyoming              | 44,483                            | \$84M                            |
| District of Columbia | 22,944                            | \$37M                            |
| Guam                 | 9,610                             | \$18M                            |
| Puerto Rico          | 124,960                           | \$142M                           |
| U.S. Virgin Islands  | 5,633                             | \$9M                             |
| N. Mariana Islands   | 1,039                             | \$1M                             |
| American Samoa       | 409                               | \$2M                             |

Note: These estimated direct sales and people involved figures are extrapolated based on 2017 Growth & Outlook Survey data submitted directly from DSA members.