

# Direct Sales: 20 Million American Entrepreneurs Strong and Growing



Direct sales is among the most accessible paths to entrepreneurship. More than 20 million Americans are involved in direct selling to make a few extra dollars, or to build a business. That's because direct sales offers a low-risk way to participate in a fast-growing part of the economy.



Direct sales remains a relationship business. Some of those relationships still happen face-to-face; however, direct sales has changed along with the rest of the economy. Individuals are building relationships through social media, using e-commerce sites to complete transactions, and sometimes functioning as mobile "show rooms" for emerging product lines. The appeal of direct sales is often the ability to experience the product first hand and build a relationship with a

sales person who uses the product themselves. Direct sales fills in an important gap in the emerging online economy.

For most Americans involved in direct sales, the revenue they earn is not their primary income but the way to a family vacation, or presents for the holidays, or just a little extra spending money. In fact, most direct sellers only work part time in direct sales, and many have other jobs.

Direct sellers are your neighbors, your friends, and your family—and whether they work a few hours a week or full-time, they are American entrepreneurs in the truest sense of the word.

The information contained herein gives you a visual snapshot of direct sales in America. We hope you'll take a couple minutes to better understand what direct sales is all about.

## Direct Sales Is Part of the Fabric of America

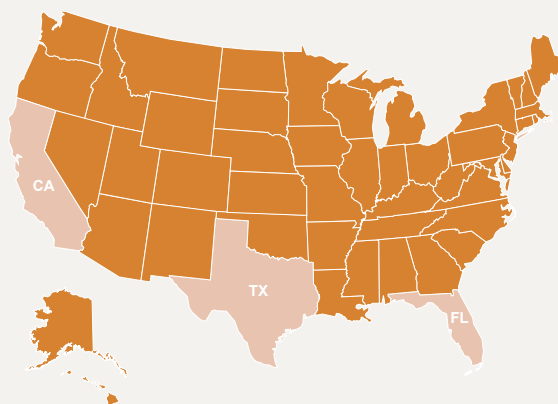
Direct Sales Touches Every Neighborhood in America

About 1 in 6 U.S. Households Are Involved in Direct Selling



U.S. Census and DSA 2016 Growth & Outlook Survey – Direct Selling in 2015.

The number of people involved in direct selling in the U.S. exceeds the population of each state in the U.S. with the exception of the three largest.

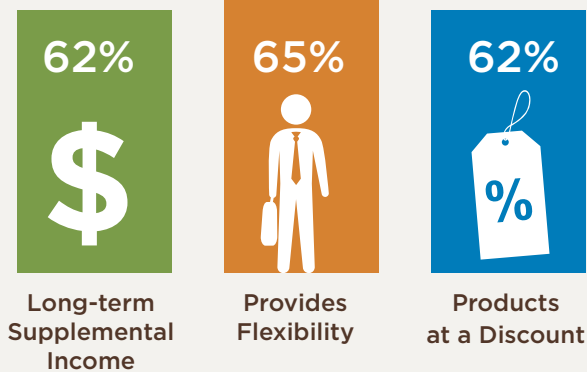


Source: DSA 2016 Growth and Outlook Survey  
U.S. Census (<http://www.census.gov/popest/data/state/totals/2015/index.html>)

## Direct Sellers Value Opportunity

Americans Turn to Direct Sales Because It Meets Their Needs

Direct Sales Is Popular by Any Measure



Source: DSA 2014 National Salesforce Study

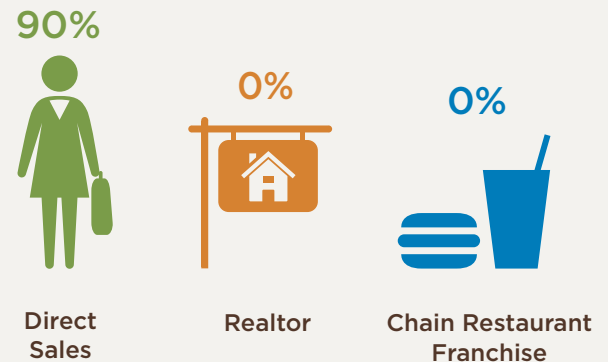
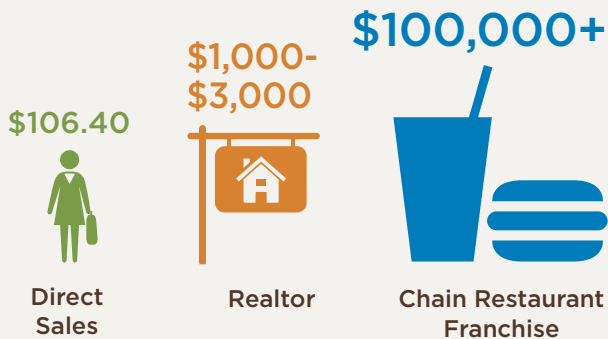
Source: DSA 2014 National Salesforce Study

## Direct Sales Is the Most Accessible Path to American Entrepreneurship

Direct Sales Is Accessible With a Low Cost-of-Entry

Direct Sales Is Low Risk

Refund Percentage If You Decide to Stop



2013 DSA Sales Strategy Survey

Source: Conservative estimate based on cost of courses needed to obtain real estate license, pay for initial materials, MLS system costs, REALTOR membership. Costs vary by state.

Conservative estimate. Many large chain restaurants have start up costs in excess of \$1 million—though some are less.

Source: DSA Code of Ethics

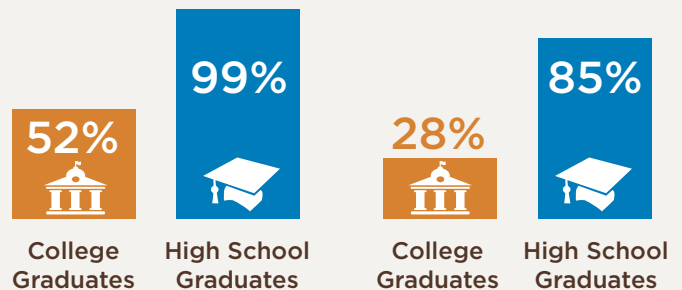
## Direct Sellers are Empowered

Direct Sellers Are More Affluent Than the Average American

Direct Sellers Are Better Educated Than the Average American

Percentage of Household Incomes Greater than \$50K

Direct Sellers U.S. Average



Source: U.S. Census  
2014 DSA National Salesforce Study

Source: DSA 2014 National Salesforce Study  
National Center for Education Statistics