The Value of Direct Selling to Hispanic Americans

Direct selling truly reflects America and provides opportunities for all, especially within Hispanic communities. 22% of people involved in direct selling are Hispanic compared to 18% in the U.S. population. Hispanics derive greater net income from direct selling compared to non-Hispanics and offer more positive ratings of their direct selling experience.

### Percentage Hispanic Ethnicity of U.S. Population
- 82% Non-Hispanic
- 18% Hispanic

### Percentage Hispanic Ethnicity of People in Direct Selling
- 78% Non-Hispanic
- 22% Hispanic

### Hispanics Derive Greater Annual Net Income from Direct Selling than that of Non-Hispanics

<table>
<thead>
<tr>
<th></th>
<th>Hispanics</th>
<th>Non-Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>$25,200</td>
<td>$15,800</td>
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<tr>
<td>Median</td>
<td>$7,500</td>
<td>$3,330</td>
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Hispanics involved in direct selling are more likely to say direct selling met or exceeded their expectations, are more satisfied with the amount of money earned for amount of time spent on direct selling, and are more likely to recommend direct selling to others.

### Expectations
- Exceeded Expectations: 45% Hispanic, 43% Non-Hispanic
- Met Expectations: 35% Hispanic, 37% Non-Hispanic
- Fallen Below Expectations: 23% Hispanic, 20% Non-Hispanic

### Satisfaction
- Hispanic: Satisfied 79%, Neither 12%, Unsatisfied 9%
- Non-Hispanic: Satisfied 70%, Neither 14%, Unsatisfied 16%

### Likely to Recommend?
- Hispanic: Likely 89%, Neutral 9%, Unlikely 1%
- Non-Hispanic: Likely 76%, Neutral 20%, Unlikely 4%