

Impact of Direct Selling by State, 2017



U.S. Retail Sales:
\$34.9
billion



State	People Involved in Direct Selling	Sales by State Industry Estimate
Alabama	176,637	\$303M
Alaska	39,948	\$72M
Arizona	368,680	\$662M
Arkansas	116,001	\$204M
California	2,009,660	\$4.09B
Colorado	376,317	\$691M
Connecticut	205,993	\$414M
Delaware	55,348	\$116M
Florida	1,015,343	\$1.74B
Georgia	534,268	\$899M
Hawaii	79,863	\$170M
Idaho	107,869	\$208M
Illinois	801,920	\$1.45B
Indiana	335,756	\$619M
Iowa	189,572	\$366M
Kansas	166,228	\$322M
Kentucky	179,414	\$318M
Louisiana	175,493	\$277M
Maine	64,400	\$110M
Maryland	354,578	\$653M
Massachusetts	268,850	\$497M
Michigan	391,830	\$712M
Minnesota	330,755	\$646M
Mississippi	109,505	\$184M
Missouri	283,201	\$498M
Montana	85,025	\$153M
Nebraska	145,708	\$285M
Nevada	167,858	\$328M

State	People Involved in Direct Selling	Sales by State Industry Estimate
New Hampshire	77,509	\$144M
New Jersey	555,285	\$1.01B
New Mexico	90,728	\$194M
New York	1,243,673	\$2.21B
North Carolina	446,610	\$877M
North Dakota	66,881	\$127M
Ohio	538,458	\$1.01B
Oklahoma	227,103	\$358M
Oregon	259,918	\$509M
Pennsylvania	860,993	\$1.38B
Rhode Island	45,774	\$94M
South Carolina	195,703	\$365M
South Dakota	63,828	\$132M
Tennessee	288,731	\$499M
Texas	2,864,857	\$5.97B
Utah	242,468	\$414M
Vermont	23,382	\$41M
Virginia	394,453	\$712M
Washington	394,374	\$757M
West Virginia	64,800	\$121M
Wisconsin	335,155	\$649M
Wyoming	52,968	\$83M
District of Columbia	20,396	\$37M
Guam	5,186	\$17M
Puerto Rico	99,737	\$199M
U.S. Virgin Islands	4,501	\$5M
N. Mariana Islands	264	\$1M
American Samoa	248	\$.34M

Note: These estimated direct sales and people involved figures are extrapolated based on 2018 Growth & Outlook Survey data submitted directly from DSA members.