A record 20.5 million people were involved in direct selling in the United States in 2016, a 1.5% increase from the previous year. These people are affiliated with direct selling companies, and are eligible to purchase products at a discount, and resell them at a profit. They are also eligible to sponsor others to do the same. 5.3 million are building independent businesses as direct sellers, meaning they are actively managing a customer base and possibly sponsoring others to do the same. 800,000 of these people are full-time and 4.5 million are part time. In addition, 15.2 million others receive a discount on products and services that they personally enjoy and use. Estimated direct retail sales of $35.54 billion in 2016 is the second most in direct selling history.