



Growth & Outlook Survey

The purpose of DSA's Annual Growth & Outlook Survey is to determine the current size and scope of the direct selling industry in the US. It also provides industry trends and gives direct selling companies important operating benchmarks to help them measure their effectiveness in the marketplace.

Research Companies

Nathan Associates
Artemis Strategy Group

Who Can Participate

All direct selling companies are eligible to participate, whether or not they are a DSA member.

Schedule

DSA conducts its annual Growth & Outlook Survey from January through March each year. The results report package is provided free to all participating companies in July.

Return on Investment

Each company that submits a completed survey questionnaire by the deadline will be provided a free copy of the 40-page report derived from the survey.

How to Participate

Companies may complete the current/most recent Growth & Outlook survey questionnaire online for immediate, confidential transmission to Nathan Associates, the economic consulting firm DSA retains to tabulate and report results.

Survey results are reported in the aggregate only and no individual company responses will be available to anyone except the research firm. Individual company responses are destroyed once the data is captured.

Report Availability to Nonparticipants

Non-participants may purchase the results report after the embargo period, following its release to participating firms.