

Table of Contents

1. Background and Objectives	Page 3
2. Executive Summary Sales and Context Sales People and Outlook	Page 4
3. Outlook Index of Consumer Expectations Industry Outlook	Page 6
4. Economic Context GDP Total Retail Sales Unemployment	Page 8
5. Estimated Direct Retail Sales 2012 Estimated Direct Retail Sales and Previous 4 Years Estimated Direct Retail Sales Percentage of Retail Sales Compared to Retail Sales and GDP	Page 10
6. Industry Dynamics Estimated Direct Retail Sales Growth by Company Size Estimated Direct Retail Sales by Sales Method Percent Change in Average Annual Direct Retail Sales Estimated Direct Retail Sales by Company Tenure Share of Estimated Direct Retail Sales by Product Group Share of Estimated Direct Retail Sales by Region Employee Workforce Statistics	Page 12
7. Sales Force 2012 Sales Force and Previous 4 Years Annual Percent Change in Direct Sales and Number of Sellers Sales Force as a Percentage of U.S. Households Sales Force: Recruitment and Attrition Sales Force: Gender	Page 18
8. Methodology	Page 22
9. Appendix Definitions Footnotes Detailed Tabulations	Page 24

