## **Table of Contents**

1.	Note from DSA's President	Page 3
2.	Background and Objectives	Page 4
3.	Executive Summary Sales Context Salespeople	Page 5
4.	Outlook Index of Consumer Expectations Industry Outlook	Page 9
5.	Economic Context GDP and Total Retail Sales Unemployment	Page 11
6.	Estimated Direct Retail Sales Estimated Direct Retail Sales as a Percentage of Retail Sales Estimated Direct Retail Sales Compared to GDP	Page 13
7.	Industry Dynamics Growth by Category Estimated Direct Retail Sales by Sales Strategy Growth by Company Tenure Revenue by Product Category Wellness and Service Sector Growth Revenue by Region People Corporately Employed by Direct Selling Companies	Page 15
8.	Salesforce Salesforce Compared to Estimated Direct Retail Sales People Involved in Direct Selling During the Year as a Percentage of U.S. Households Salesforce Recruitment and Attrition Expectations for Direct Selling Salesforce by Gender and Age Salesforce by Ethnicity and Race	Page 22
9.	Corporate Social Responsibility	Page 27
10	. Methodology	Page 28
11.	Appendix Definitions Category Descriptions Questionnaire Endnotes Acknowledgements Detailed Tabulations	Page 30