

U.S. Direct Selling in 2015

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light red</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Total Number of Firms	1,400	102	56	46	22	28	27	25	39	63	1
U.S. Sales Volume & Growth¹											
Average Retail Sales per Firm (\$thousands)											
2014	\$24,621	\$194,221	\$286,538	\$71,131	\$1,089	\$9,454	\$81,343	\$662,457	\$332,562	\$102,775	\$400,000
2015	\$25,800	\$200,672	\$300,502	\$67,565	\$1,302	\$12,615	\$85,178	\$680,029	\$341,471	\$107,602	\$414,000
Percent change	4.8	3.3	4.9	-5.0	19.6	33.4	4.7	2.7	2.7	4.7	3.5
Other 2015 Retail-Sales Growth Rate Data Percent Change from Prior Year											
Simple average ²	n/a*	45.2	49.9	38.9	71.0	82.5	27.9	3.8	5.9	71.1	
Median ³ (second quartile)	n/a*	6.9	6.9	7.4	7.1	18.8	5.6	2.1	4.7	26.7	
Middle 50% range: ⁴											
Low (first quartile)	n/a*	-1.8	-0.9	-1.9	-7.6	6.2	0.2	-5.2	-0.4	-2.0	
High (third quartile)	n/a*	49.6	35.9	65.8	107.6	65.4	33.9	9.4	9.4	70.4	
Percent of Firms Whose Growth Rate Was:											
More than 0%	n/a*	69.4	71.4	66.7	63.2	85.2	74.1	52.0	71.8	67.8	100.0
Equal or less than 0%	n/a*	30.6	28.6	33.3	36.8	14.8	25.9	48.0	28.2	32.2	0.0
Number of Firms		98	56	42	19	27	27	25	39	59	1

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

¹Company "estimated retail sales" is defined as the total aggregated amount paid by the ultimate consumers of the products and services. Only firms with sales in both 2014 and 2015 are included.

²For all reporting firms and for each subgroup of reporting firms, the simple average is derived by calculating a retail sales growth rate (i.e., the percentage change in a firm's retail sales from 2014 to 2015) for each of the reporting firms and averaging them. Each firm counts equally by calculating the average in this manner.

³For all reporting firms or for a given subgroup of reporting firms, one-half of the reporting firms had growth rates less than the median value, and one-half had growth rates greater than the median value.

⁴For all reporting firms or for a given subgroup of reporting firms, one-half of the reporting firms had growth rates between the low and high values of the middle 50% range.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by Sales Method											
<i>Percent of 2015 Retail Sales</i>											
Person-to-person/face-to-face/door-to-door	71.0	69.5	79.8	8.4	31.1	50.5	49.7	72.6	75.2	57.4	60.0
Party plan/groups/classes, including online parties	20.4	19.6	8.1	87.8	64.9	44.6	40.2	16.3	17.7	23.7	39.0
Other ¹	8.6	10.9	12.1	3.8	4.0	5.0	10.1	11.1	7.1	18.9	1.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		102	56	46	22	28	27	25	39	63	1

Note: Totals may not sum due to rounding.

¹Includes sales online, at websites and via social media, sales at events and shows, etc.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by Product Line											
<i>Percent of 2015 Retail Sales</i>											
Clothing & Accessories	8.8	3.52	0.00	24.32	23.45	18.13	8.81	2.47	1.65	7.42	0.30
Clothing, lingerie, sleepwear, shoes	n/a*	0.03	0.00	0.24	10.82	1.16	0.00	0.00	0.00	0.11	0.10
Jewelry, fashion accessories	n/a*	3.48	0.00	24.09	12.63	16.97	8.81	2.47	1.65	7.31	0.20
Personal Care	17.1	16.24	17.12	11.01	19.15	19.47	19.11	15.78	21.33	5.57	1.50
Cosmetics	n/a*	4.59	5.16	1.23	4.13	5.66	1.39	5.00	6.66	0.26	0.10
Skin care	n/a*	8.66	9.57	3.32	8.50	6.53	7.18	8.91	11.83	2.03	0.20
Fragrances	n/a*	1.70	0.95	6.16	3.72	0.26	9.39	0.69	1.20	2.76	0.30
Hair care, nail care	n/a*	0.72	0.81	0.18	1.91	6.83	0.39	0.64	0.85	0.46	0.40
Toiletries/daily care/oral care	n/a*	0.56	0.63	0.12	0.89	0.18	0.77	0.54	0.80	0.07	0.50
Home & Family Care	1	2.37	1.63	6.76	9.88	15.60	3.84	1.89	2.97	1.11	0.60
Home & auto care/cleaning products	n/a*	1.50	1.62	0.77	0.24	1.63	0.20	1.68	2.09	0.26	0.10
Self defense & animal care products	n/a*	0.05	0.00	0.30	0.00	2.17	0.06	0.00	0.00	0.14	0.30
Food & beverages (excl. those in wellness category)	n/a*	0.82	0.00	5.69	9.64	11.80	3.58	0.21	0.88	0.71	0.20
Home Durables²	1	10.73	4.29	48.86	30.61	18.43	25.91	8.49	11.74	8.62	9.10
Cookware	n/a*	1.91	0.13	12.47	7.49	1.67	8.07	1.07	2.81	0.03	0.10
Cutlery	n/a*	0.88	0.84	1.09	0.09	0.28	6.36	0.15	1.29	0.00	0.20
Crystal/china	n/a*	0.01	0.00	0.05	0.20	0.10	0.06	0.00	0.01	0.00	0.30
House/kitchen wares	n/a*	3.02	0.00	20.87	1.37	1.34	0.80	3.36	2.26	4.61	0.40
Tableware	n/a*	0.37	0.03	2.40	0.30	0.07	0.21	0.40	0.55	0.00	0.50
Candles, gifts, decorative accessories, holiday decorations, collectibles, art/framing	n/a*	1.40	0.00	9.68	9.52	0.28	1.51	1.40	0.25	3.81	0.60
Gardening	n/a*	0.33	0.22	0.95	0.00	0.00	0.07	0.37	0.48	0.00	1.50
Home appliances	n/a*	0.01	0.00	0.03	0.00	0.09	0.00	0.00	0.00	0.01	0.90
Air filters/air filtration systems	n/a*	0.13	0.14	0.06	0.11	4.21	0.08	0.05	0.15	0.08	1.00
Water treatment systems/filters	n/a*	0.39	0.25	1.27	2.37	2.70	1.56	0.19	0.57	0.03	1.10
Vacuum cleaners	n/a*	2.26	2.64	0.00	9.16	6.00	7.19	1.51	3.32	0.04	1.20
Bedding & linens	n/a*	0.03	0.03	0.00	0.00	1.68	0.00	0.00	0.04	0.00	1.30

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

¹Home and family care products / home durables account for 16.3% of sales.

²The product subcategory furniture/furnishings is not shown, because no sales were reported.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by Product Line (Continued)											
<i>Percent of 2015 Retail Sales</i>											
Wellness	33.5	38.14	44.01	3.41	11.25	20.33	34.08	39.09	39.00	36.33	3.60
Weight mgmt products/programs (wgt mgt supplements, meal replacement bars & drinks)	n/a*	16.47	19.07	1.14	0.00	3.44	8.98	17.78	13.46	22.79	0.20
Nutritional supplements (vitamins, minerals, dietary supplements, herbals & specialty)	n/a*	16.28	18.68	2.08	6.19	12.96	20.40	15.81	20.57	7.31	0.20
Sports/energy & body-building (body-bldg supplements, energy bars, sports & protein drinks)	n/a*	2.60	3.03	0.05	0.00	3.34	2.01	2.66	2.94	1.87	0.30
Health foods & beverages	n/a*	0.93	1.08	0.03	5.06	0.36	1.87	0.80	0.21	2.44	0.40
Children's supplements	n/a*	0.67	0.78	0.01	0.00	0.14	0.09	0.76	0.99	0.00	0.50
Exercise equipment	n/a*	0.19	0.22	0.00	0.00	0.00	0.11	0.20	0.02	0.55	0.60
Health/nutrition/fitness instructional materials	n/a*	0.54	0.63	0.00	0.00	0.00	0.62	0.54	0.15	1.34	0.70
Essential oils & pharmacy		0.46	0.52	0.10	0.00	0.11	0.00	0.53	0.66	0.04	0.70
Leisure/Educational¹	2.4	0.96	0.17	5.64	5.67	0.07	7.87	0.04	1.36	0.13	3.60
Books, encyclopedias, educational publications	n/a*	0.11	0.13	0.00	0.00	0.00	0.98	0.00	0.17	0.00	0.10
Crafts	n/a*	0.78	0.00	5.39	4.16	0.00	6.62	0.00	1.14	0.02	0.40
Toys and games	n/a*	0.04	0.00	0.25	1.50	0.07	0.00	0.04	0.00	0.11	0.50
Sporting goods	n/a*	0.03	0.04	0.00	0.00	0.00	0.27	0.00	0.05	0.00	2.60
Services²	21.9	28.04	32.78	0.00	0.00	7.97	0.38	32.23	21.94	40.83	81.30
Financial & legal services (including insurance)	n/a*	12.89	15.07	0.00	0.00	0.03	0.00	14.92	19.04	0.00	0.10
Telecommunications/long distance services	n/a*	1.38	1.61	0.00	0.00	0.00	0.00	1.60	1.97	0.14	0.20
Internet services (e.g., ISP, Web site design)	n/a*	0.28	0.32	0.00	0.00	0.11	0.38	0.27	0.20	0.44	0.30
Energy (gas, electric, etc.)	n/a*	13.23	15.47	0.00	0.00	0.00	0.00	15.31	0.34	40.24	0.40
Group buying clubs/services, satellite TV & home security	n/a*	0.26	0.31	0.00	0.00	7.83	0.00	0.14	0.39	0.00	80.30
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Number of Firms		102	56	46	22	28	27	25	39	63	1

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding. An other category is not shown, because no sales were reported.

¹The four product subcategories of CDs/cassettes/videos/DVDs; computer software; scrapbooking/photo albums/photography; and adult products are not shown, because no sales were reported.

²The product subcategory of legal services and travel services are not shown, because no sales were reported.

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			All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
				Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by State												
<i>Percent of 2015 Retail Sales</i>												
Alabama	n/a*	0.79	0.73	1.06	0.07	1.18	0.79	0.78	0.95	0.57	0.10	
Alaska	n/a*	0.23	0.21	0.32	0.28	0.75	0.23	0.22	0.22	0.25	0.20	
Arizona	n/a*	1.94	1.81	2.56	1.56	1.13	3.21	1.76	1.97	1.90	0.30	
Arkansas	n/a*	0.59	0.53	0.86	0.14	0.71	0.71	0.57	0.77	0.35	0.40	
California	n/a*	11.16	11.23	10.85	18.55	4.41	13.99	10.83	15.54	5.39	0.50	
Colorado	n/a*	1.89	1.91	1.78	4.89	1.55	2.16	1.84	2.33	1.30	0.60	
Connecticut	n/a*	1.13	1.21	0.74	1.39	2.00	0.71	1.18	0.68	1.72	0.70	
Delaware	n/a*	0.37	0.37	0.35	0.72	0.55	0.32	0.37	0.48	0.22	0.80	
Florida	n/a*	4.83	5.02	3.96	6.90	4.26	6.60	4.56	6.08	3.18	0.90	
Georgia	n/a*	2.23	2.23	2.24	2.88	3.05	2.98	2.10	2.49	1.89	1.00	
Hawaii	n/a*	0.53	0.56	0.40	0.31	0.34	1.11	0.44	0.61	0.43	1.10	
Idaho	n/a*	0.56	0.53	0.66	0.47	0.31	0.49	0.57	0.61	0.49	1.20	
Illinois	n/a*	3.93	3.82	4.45	7.08	4.57	4.32	3.85	4.14	3.66	1.30	
Indiana	n/a*	1.56	1.30	2.75	3.27	1.35	1.54	1.57	1.81	1.23	1.40	
Iowa	n/a*	1.11	0.94	1.85	2.60	1.34	1.00	1.12	1.27	0.88	1.50	
Kansas	n/a*	0.94	0.81	1.52	0.40	0.79	1.34	0.88	1.09	0.74	1.60	
Kentucky	n/a*	0.77	0.64	1.37	0.19	2.29	0.75	0.75	0.90	0.60	1.70	
Louisiana	n/a*	0.78	0.74	0.97	0.18	2.28	1.04	0.71	0.99	0.50	1.80	
Maine	n/a*	0.28	0.24	0.48	0.12	1.46	0.19	0.27	0.23	0.34	1.90	
Maryland	n/a*	1.71	1.70	1.77	1.48	3.57	1.62	1.69	1.35	2.18	2.00	
Massachusetts	n/a*	1.20	1.20	1.18	0.50	1.61	1.34	1.17	1.13	1.28	2.10	
Michigan	n/a*	1.87	1.64	2.90	2.28	1.65	1.66	1.91	2.07	1.60	2.20	
Minnesota	n/a*	1.87	1.80	2.21	1.81	2.49	1.31	1.95	2.02	1.67	2.30	
Mississippi	n/a*	0.49	0.45	0.65	0.33	1.64	0.71	0.43	0.67	0.24	2.40	
Missouri	n/a*	1.23	1.05	2.06	0.90	1.67	1.35	1.21	1.27	1.18	2.50	
Montana	n/a*	0.44	0.45	0.38	0.31	0.58	0.49	0.43	0.41	0.47	2.60	
Nebraska	n/a*	0.69	0.60	1.12	0.71	0.42	0.69	0.70	0.78	0.59	0.10	
Nevada	n/a*	0.94	0.96	0.81	0.79	0.44	1.09	0.92	1.24	0.54	0.20	
New Hampshire	n/a*	0.35	0.33	0.41	0.29	0.47	0.29	0.35	0.32	0.38	0.30	
New Jersey	n/a*	3.24	3.49	2.09	1.48	5.28	2.33	3.35	2.60	4.08	0.40	
New Mexico	n/a*	0.55	0.50	0.80	0.22	0.20	0.96	0.50	0.76	0.29	0.50	
New York	n/a*	7.50	8.17	4.48	2.62	5.67	6.18	7.75	7.46	7.56	0.60	
North Carolina	n/a*	2.32	2.10	3.34	2.19	2.60	3.32	2.16	2.74	1.77	0.70	
North Dakota	n/a*	0.34	0.29	0.54	0.40	0.27	0.29	0.34	0.33	0.35	0.80	
Ohio	n/a*	2.60	2.25	4.18	2.69	2.36	2.25	2.66	3.06	1.98	0.90	
Oklahoma	n/a*	0.94	0.70	2.05	0.37	0.59	1.93	0.80	1.05	0.81	1.00	
Oregon	n/a*	1.59	1.72	1.01	5.73	0.58	1.54	1.61	1.93	1.14	1.10	
Pennsylvania	n/a*	4.57	4.46	5.05	2.87	4.52	3.04	4.81	2.73	7.00	1.20	
Rhode Island	n/a*	0.29	0.24	0.52	0.04	0.39	0.55	0.25	0.37	0.18	1.30	
South Carolina	n/a*	0.87	0.82	1.11	1.11	0.98	0.82	0.87	0.86	0.88	1.40	

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			All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
				Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by State (Continued)												
<i>Percent of 2015 Retail Sales</i>												
South Dakota	n/a*	0.35	0.31	0.52	0.79	0.23	0.45	0.34	0.39	0.30	1.50	
Tennessee	n/a*	1.32	1.19	1.95	1.79	2.48	1.43	1.29	1.63	0.92	1.60	
Texas	n/a*	19.37	21.49	9.73	7.21	11.92	11.47	20.75	11.02	30.41	1.70	
Utah	n/a*	1.08	1.15	0.77	1.98	0.30	2.22	0.92	1.26	0.85	1.80	
Vermont	n/a*	0.17	0.16	0.18	0.04	0.17	0.10	0.18	0.21	0.11	1.90	
Virginia	n/a*	1.80	1.56	2.89	1.73	2.63	2.01	1.75	1.92	1.64	2.00	
Washington	n/a*	2.01	2.04	1.85	2.50	2.58	1.86	2.02	2.35	1.56	2.10	
West Virginia	n/a*	0.34	0.21	0.94	0.70	0.21	0.54	0.31	0.28	0.42	2.20	
Wisconsin	n/a*	1.80	1.59	2.76	1.77	6.70	1.42	1.77	2.05	1.46	2.30	
Wyoming	n/a*	0.21	0.19	0.29	0.27	0.15	0.44	0.18	0.21	0.22	2.40	
District of Columbia	n/a*	0.10	0.11	0.06	0.07	0.24	0.11	0.10	0.08	0.13	2.50	
Guam	n/a*	0.05	0.05	0.06	0.00	0.00	0.06	0.05	0.07	0.02	2.60	
Puerto Rico	n/a*	0.15	0.15	0.16	0.03	0.03	0.60	0.09	0.17	0.14	2.70	
U.S. Virgin Islands	n/a*	0.04	0.05	0.01	0.00	0.00	0.01	0.05	0.06	0.01	27.10	
		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	
Number of Firms		65	36	29	12	16	19	18	26	39	1	
Sales by Census Division¹												
<i>Percent of 2015 Retail Sales</i>												
Northeast		17.5	18.7	19.5	15.1	9.3	21.6	14.7	19.3	15.7	22.7	11.2
New England	3.5	3.4	3.4	3.5	2.4	6.1	3.2	3.4	2.9	4.0	8.7	
Middle Atlantic	14.0	15.3	16.1	11.6	7.0	15.5	11.6	15.9	12.8	18.6	2.5	
Midwest		20.3	18.3	16.4	26.9	24.7	23.8	17.6	18.3	20.3	15.7	19.4
East North Central	12.9	11.8	10.6	17.1	17.1	16.6	11.2	11.8	13.1	9.9	8.5	
West North Central	7.4	6.5	5.8	9.8	7.6	7.2	6.4	6.5	7.1	5.7	10.9	
South		35.7	39.6	40.6	35.3	28.1	41.2	37.2	40.0	34.3	46.7	23.9
South Atlantic	15.9	14.6	14.1	16.7	17.8	18.1	18.3	13.9	16.3	12.3	12.6	
East South Central	3.8	3.4	3.0	5.0	2.4	7.6	3.7	3.2	4.1	2.3	6.1	
West South Central	16.0	21.7	23.5	13.6	7.9	15.5	15.2	22.8	13.8	32.1	5.2	
West		26.2	23.1	23.3	22.5	37.9	13.3	29.8	22.2	29.4	14.8	13.0
Mountain	8.6	7.6	7.5	8.0	10.5	4.7	11.1	7.1	8.8	6.1	7.6	
Pacific	17.6	15.5	15.8	14.4	27.4	8.7	18.7	15.1	20.6	8.8	5.4	
Commonwealths & Territories		0.3	0.2	0.2	0.0	0.0	0.7	0.2	0.3	0.2	32.4	
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Number of Firms		65	36	29	12	16	19	18	26	39	1	

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

¹Census Division Definitions: New England-CT, MA, ME, NH, RI, VT; Middle Atlantic-NJ, NY, PA; East North Central-IL, IN, MI, OH, WI; West North Central-IA, KS, MN, MO, ND, NE, SD; South Atlantic-DC, DE, FL, GA, MD, NC, SC, VA, WV; East South Central-AL, KY, MS, TN; West South Central-AR, LA, OK, TX; Mountain-AZ, CO, ID, MT, NM, NV, UT, WY; Pacific-AK, CA, HI, OR, WA; commonwealth & territories-GU, PR, VI.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales by How Firms Receive Orders											
<i>Percent of 2015 Retail Sales</i>											
Traditional mail	n/a*	0.9	1.1	0.2	0.0	0.0	0.9	1.0	1.5	0.0	1.0
Fax	n/a*	1.4	0.4	6.1	0.0	2.6	7.3	0.4	1.9	0.4	2.0
Phone	n/a*	12.4	14.8	0.5	8.0	4.8	15.8	12.1	10.0	16.5	3.0
Physical Location (distribution center, store)	n/a*	2.2	2.4	1.0	1.1	2.0	3.1	2.0	3.2	0.5	4.0
Online	n/a*	82.1	80.2	91.9	79.2	81.2	71.7	83.8	82.1	82.1	5.0
Other ¹	n/a*	1.0	1.1	0.2	11.8	9.4	1.1	0.7	1.3	0.4	85.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		96	54	42	20	27	26	23	35	61	1
Breakout of Online Orders											
Online via computer	n/a*	74.6	72.8	79.6	87.8	86.3	74.5	74.2	74.6	74.5	49.0
Online via mobile	n/a*	25.4	27.2	20.4	12.2	13.7	25.5	25.8	25.4	25.5	51.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		83	46	37	15	24	25	19	31	52	1

*An industry-wide estimate was not calculated for this item.
 Note: Totals may not sum due to rounding.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales Force Overview											
Total Number of Members of Company Independent Sales Forces During 2015 ¹	20,200,000										
Average Number of Independent Contractors per Firm											
1. Independent contractors eligible to submit orders as of 1/1/2015	8,643	74,127	121,158	12,984	845	21,011	27,806	235,756	143,268	29,679	110,000
2. Plus: independent contractors recruited in 2015	5,786	35,618	58,255	6,190	461	3,951	18,025	114,906	56,004	22,512	30,000
3. Equals: number of independent contractors during 2015	14,429	109,745	179,413	19,174	1,306	24,962	45,831	350,662	199,272	52,191	140,000
4. Less: independent contractors dropped in 2015	4,714	28,870	45,679	7,019	258	1,269	13,389	96,344	51,525	14,307	40,000
5. Equals: independent contractors eligible to submit orders as of 12/31/2015	9,714	80,875	133,734	12,155	1,048	23,693	32,442	254,318	147,747	37,884	100,000
Dropout Rate ² [(Row4/Row3)x100]	32.7%	26.3%	25.5%	36.6%	19.8%	5.1%	29.2%	27.5%	25.9%	27.4%	28.6%
Turnover Rate ³ [(Row4x100)/((Row1+Row5)/2)]	51.4%	37.3%	35.8%	55.8%	27.3%	5.7%	44.4%	39.3%	35.4%	42.4%	38.1%
Retention Factor ⁴ [(Row5-Row2)x100/Row1]	45.5%	61.1%	62.3%	45.9%	69.5%	94.0%	51.8%	59.1%	64.0%	51.8%	63.6%
Number of Firms		92	52	40	21	24	23	24	36	56	1

¹A total of 20.2 million people in the U.S. were eligible to submit orders at some point during the full year of 2015.

²Dropout rate is the number of sales force members dropped during the year as a percentage of the number of members during / throughout the year.

³Turnover rate is the number of sales force members dropped during the year as a percentage of the average number of members during the year.

⁴Retention factor is the number of people who were sales force member for the entire year as a percentage of the number of members at the start of the year.

Note: Totals may not sum due to rounding.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales Force Size & Growth											
Average Number of Independent Contractors per Firm Eligible to Submit Orders at the End of the Year											
2013	7,714	69,716	113,041	13,392	646	19,350	26,881	221,567	139,178	25,061	100,000
2014	8,643	74,127	121,158	12,984	845	21,011	27,806	235,756	143,268	29,679	110,000
2015	9,714	80,875	133,734	12,155	1,048	23,693	32,442	254,318	147,747	37,884	100,000
Percent change from prior year:											
2014	12.0%	6.3%	7.2%	-3.0%	30.8%	8.6%	3.4%	6.4%	2.9%	18.4%	10.0%
2015	12.4%	9.1%	10.4%	-6.4%	24.0%	12.8%	16.7%	7.9%	3.1%	27.6%	-9.1%
Average Number of Independent Contractors per Firm Eligible to Submit Orders during the Year											
2014	13,000	101,378	163,799	20,229	1,113	22,086	42,724	324,612	195,568	40,827	150,000
2015	14,429	109,745	179,413	19,174	1,306	24,962	45,831	350,662	199,272	52,191	140,000
Percent change from prior year:											
2015	11.0%	8.3%	9.5%	-5.2%	17.3%	13.0%	7.3%	8.0%	1.9%	27.8%	-6.7%
Number of Firms for Sales Force Size & Growth Data											
		92	52	40	21	24	23	24	36	56	1

Note: Totals may not sum due to rounding.

Demographic categories of the company are shaded in <u>light red</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Sales Force Recruitment											
Average Number of Independent Contractors per Firm Recruited during the Year											
2014	5,286	31,662	50,758	6,837	467	2,736	15,843	103,045	56,390	15,766	50,000
2015	5,786	35,618	58,255	6,190	461	3,951	18,025	114,906	56,004	22,512	30,000
Percent change	9.5%	12.5%	14.8%	-9.5%	-1.3%	44.4%	13.8%	11.5%	-0.7%	42.8%	-40.0%
Recruitment Rate¹											
2014	40.7%	31.2%	31.0%	33.8%	42.0%	12.4%	37.1%	31.7%	28.8%	38.6%	33.3%
2015	40.1%	32.5%	32.5%	32.3%	35.3%	15.8%	39.3%	32.8%	28.1%	43.1%	21.4%
Sales Force Attrition											
Average Number of Independent Contractors per Firm Dropped during the Year											
2014	4,357	27,251	42,641	7,245	268	1,075	14,918	88,856	52,300	11,148	40,000
2015	4,714	28,870	45,679	7,019	258	1,269	13,389	96,344	51,525	14,307	40,000
Percent change	8.2%	5.9%	7.1%	-3.1%	-3.7%	18.0%	-10.2%	8.4%	-1.5%	28.3%	0.0%
Dropout Rate²											
2014	33.5%	26.9%	26.0%	35.8%	24.1%	4.9%	34.9%	27.4%	26.7%	27.3%	26.7%
2015	32.7%	26.3%	25.5%	36.6%	19.8%	5.1%	29.2%	27.5%	25.9%	27.4%	28.6%
Sales Force Productivity											
Average Annual Retail Sales per Independent Contractor Eligible to Order During the Year											
2014	\$1,894	\$1,967	\$1,829	\$3,425	\$759	\$418	\$2,004	\$2,072	\$1,772	\$2,571	\$2,667
2015	\$1,788	\$1,866	\$1,745	\$3,330	\$836	\$475	\$1,885	\$1,965	\$1,781	\$2,072	\$2,957
Percent change	-5.6%	-5.2%	-4.6%	-2.8%	10.1%	13.7%	-5.9%	-5.1%	0.5%	-19.4%	10.9%
Number of Firms for Recruitment / Attrition / Productivity Data											
		92	52	40	21	24	23	24	36	56	1

Note: Totals may not sum due to rounding.

¹Recruitment rate is defined as the number of independent contractors recruited during the year as a percent of the number of independent contractors during the year.

²Dropout rate is defined as the number of independent contractors dropped during the year as a percent of the number of independent contractors during the year.

Demographic categories of the company are shaded in light red →		Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey								Company Data	
			All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		
				Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000		2000 or After
Sales Force by Gender												
<i>Percent of Independent Contractors</i>												
Women	77.4	75.0	73.3	94.6	69.7	47.8	73.5	78.2	80.0	65.1	90.0	
Men	22.6	25.0	26.7	5.4	30.3	52.2	26.5	21.8	20.0	34.9	10.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<i>Number of Firms</i>			82	44	38	17	23	22	20	30	52	1
Sales Force by Hispanic Ethnicity												
<i>Percent of Independent Contractors</i>												
Percent of Hispanic or Latin origin	19.9	18.2	18.5	15.5	35.1	4.6	29.9	18.4	22.1	11.7	20.0	
<i>Number of Firms</i>			66	40	26	11	20	16	19	25	41	1
Sales Force by Race												
<i>Percent of Independent Contractors</i>												
American Indian or Alaska Native	0.6	0.6	0.5	1.6	0.1	0.1	1.3	0.6	0.3	0.9	1.0	
Asian	4.9	3.9	3.9	4.5	1.9	1.3	5.0	4.3	4.7	3.0	3.0	
Black or African-American	10.8	11.6	11.9	7.5	3.0	11.1	8.0	12.0	8.8	15.0	6.0	
White or Caucasian	81.4	81.5	81.3	83.8	92.5	87.6	81.9	80.3	84.0	78.5	80.0	
Native Hawaiian or Pacific Islander	0.6	0.8	0.8	0.7	0.2	0.1	1.8	0.8	0.2	1.4	8.0	
Other / not identified	1.7	1.7	1.6	2.0	2.2	0.0	2.0	1.9	2.0	1.2	2.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<i>Number of Firms</i>			53	28	25	12	18	9	14	19	34	1
Sales Force by Age												
<i>Percent of Year-end 2015 Independent Contractors</i>												
Under 25	8.9	10.1	10.5	4.3	2.3	18.1	4.6	9.9	12.3	5.9	20.0	
25-34	20.5	22.8	22.8	23.9	12.0	21.3	14.9	24.2	22.3	23.9	20.0	
35-44	28.2	27.9	27.6	32.1	28.8	24.5	30.2	28.0	26.8	30.0	20.0	
45-54	24.9	21.5	21.2	24.6	44.4	20.8	29.5	20.4	20.2	23.8	20.0	
55-64	12.6	12.5	12.6	11.0	9.8	11.0	15.6	12.2	12.6	12.2	10.0	
65+	4.9	5.2	5.3	4.0	2.7	4.4	5.3	5.3	5.7	4.2	10.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<i>Number of Firms</i>			73	40	33	17	19	19	18	27	46	1

*An industry-wide estimate was not calculated for this item.

Demographic categories of the company are shaded in light red →		Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey								Company Data	
			All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		
				Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000		2000 or After
Sales Force by State												
<i>Percent of Year-end 2015 Independent Contractors</i>												
Alabama	n/a*	1.13	1.11	1.35	0.40	2.89	0.66	0.96	1.40	0.67	0.10	
Alaska	n/a*	0.22	0.21	0.33	0.23	0.10	0.20	0.24	0.20	0.25	0.20	
Arizona	n/a*	1.99	1.95	2.47	1.39	1.21	2.71	2.01	1.99	1.99	0.30	
Arkansas	n/a*	1.26	1.28	1.02	0.10	6.52	0.47	0.68	1.77	0.40	0.40	
California	n/a*	10.61	10.71	9.32	23.94	2.77	18.85	10.64	12.43	7.57	0.50	
Colorado	n/a*	2.13	2.15	1.81	3.20	4.42	1.55	1.90	2.55	1.42	0.60	
Connecticut	n/a*	1.02	1.05	0.68	1.49	0.27	0.68	1.15	0.66	1.62	0.70	
Delaware	n/a*	0.33	0.33	0.34	0.45	0.13	0.31	0.35	0.35	0.30	0.80	
Florida	n/a*	5.99	6.13	4.34	3.05	6.02	8.09	5.75	7.31	3.79	0.90	
Georgia	n/a*	3.08	3.14	2.35	0.90	6.14	1.86	2.83	3.05	3.12	1.00	
Hawaii	n/a*	0.68	0.71	0.38	0.28	0.30	3.06	0.46	0.50	1.00	1.10	
Idaho	n/a*	0.56	0.55	0.78	0.83	0.40	0.72	0.57	0.56	0.58	1.20	
Illinois	n/a*	3.85	3.85	3.87	2.29	2.67	3.76	4.01	3.51	4.40	1.30	
Indiana	n/a*	1.68	1.60	2.70	5.51	1.70	1.04	1.74	1.97	1.19	1.40	
Iowa	n/a*	1.24	1.18	1.86	2.28	2.99	0.54	1.09	1.53	0.74	1.50	
Kansas	n/a*	1.01	0.97	1.51	0.41	1.91	0.65	0.94	1.26	0.60	1.60	
Kentucky	n/a*	0.96	0.92	1.54	0.28	2.04	0.81	0.84	1.15	0.65	1.70	
Louisiana	n/a*	1.34	1.35	1.13	0.17	5.94	0.50	0.85	1.82	0.54	1.80	
Maine	n/a*	0.27	0.25	0.56	0.08	0.08	0.17	0.31	0.17	0.45	1.90	
Maryland	n/a*	1.77	1.76	1.81	1.03	0.87	1.69	1.89	1.41	2.37	2.00	
Massachusetts	n/a*	1.39	1.43	0.88	0.56	0.24	1.03	1.57	1.04	1.96	2.10	
Michigan	n/a*	1.86	1.76	3.01	2.07	1.56	1.34	1.95	1.99	1.64	2.20	
Minnesota	n/a*	1.81	1.78	2.13	1.61	2.03	0.93	1.88	1.89	1.67	2.30	
Mississippi	n/a*	0.76	0.77	0.69	0.20	2.87	0.49	0.53	1.03	0.33	2.40	
Missouri	n/a*	1.87	1.83	2.43	1.40	6.41	0.89	1.41	2.26	1.24	2.50	
Montana	n/a*	0.46	0.46	0.46	1.22	0.26	0.61	0.47	0.42	0.53	2.60	
Nebraska	n/a*	0.77	0.74	1.15	1.03	1.60	0.37	0.71	0.95	0.47	0.10	
Nevada	n/a*	0.90	0.90	0.84	0.88	0.32	1.88	0.86	1.00	0.73	0.20	
New Hampshire	n/a*	0.32	0.32	0.37	0.29	0.12	0.34	0.35	0.26	0.44	0.30	
New Jersey	n/a*	2.95	3.05	1.66	0.60	0.80	2.20	3.31	2.28	4.05	0.40	
New Mexico	n/a*	0.55	0.53	0.73	0.30	0.29	0.96	0.54	0.64	0.40	0.50	
New York	n/a*	6.42	6.68	3.08	2.19	1.37	4.84	7.24	5.14	8.55	0.60	
North Carolina	n/a*	2.26	2.17	3.41	1.32	3.01	2.28	2.17	2.42	2.01	0.70	
North Dakota	n/a*	0.29	0.27	0.54	0.86	0.15	0.21	0.31	0.27	0.32	0.80	
Ohio	n/a*	2.70	2.54	4.67	2.50	1.06	1.77	3.02	3.17	1.93	0.90	
Oklahoma	n/a*	1.45	1.33	2.83	0.30	3.09	1.69	1.21	1.77	0.90	1.00	
Oregon	n/a*	1.47	1.50	1.13	9.41	0.61	1.62	1.56	1.65	1.18	1.10	
Pennsylvania	n/a*	4.00	3.95	4.60	2.22	1.25	2.26	4.55	2.53	6.44	1.20	
Rhode Island	n/a*	0.28	0.29	0.17	0.10	0.06	0.09	0.33	0.28	0.28	1.30	
South Carolina	n/a*	0.99	0.97	1.25	1.53	1.72	0.81	0.92	1.02	0.94	1.40	

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

Demographic categories of the company are shaded in light red →		Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey								Company Data	
			All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		
				Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000		2000 or After
Sales Force by State (Cont.)												
<i>Percent of Year-end 2015 Independent Contractors</i>												
South Dakota	n/a*	0.33	0.31	0.48	0.68	0.55	0.22	0.31	0.39	0.22	1.50	
Tennessee	n/a*	1.78	1.75	2.11	0.99	4.62	1.06	1.50	2.24	1.01	1.60	
Texas	n/a*	15.25	15.59	10.97	9.04	10.36	13.67	16.06	11.25	21.91	1.70	
Utah	n/a*	1.24	1.27	0.90	0.28	0.27	3.39	1.11	1.32	1.11	1.80	
Vermont	n/a*	0.11	0.11	0.12	0.05	0.03	0.07	0.13	0.11	0.12	1.90	
Virginia	n/a*	1.87	1.77	3.05	1.66	1.13	1.78	1.97	2.00	1.65	2.00	
Washington	n/a*	2.11	2.13	1.84	6.44	1.08	2.79	2.15	2.23	1.89	2.10	
West Virginia	n/a*	0.29	0.23	1.02	0.59	0.31	0.32	0.28	0.26	0.33	2.20	
Wisconsin	n/a*	1.83	1.76	2.70	0.88	2.93	0.89	1.80	2.07	1.44	2.30	
Wyoming	n/a*	0.21	0.20	0.32	0.27	0.42	0.17	0.19	0.24	0.17	2.40	
District of Columbia	n/a*	0.11	0.11	0.10	0.24	0.06	0.09	0.12	0.10	0.14	2.50	
Guam	n/a*	0.04	0.04	0.06	0.00	0.00	0.03	0.05	0.05	0.03	2.60	
Puerto Rico	n/a*	0.18	0.19	0.11	0.00	0.02	0.54	0.16	0.11	0.31	2.70	
U.S. Virgin Islands	n/a*	0.05	0.05	0.00	0.00	0.00	0.01	0.06	0.06	0.02	27.10	
		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	
Number of Firms		61	35	26	8	17	16	20	26	35	1	
Sales Force by Census Division¹												
<i>Percent of Year-end 2015 Independent Contractors</i>												
Northeast	n/a*	16.8	17.1	12.1	7.6	4.2	11.7	18.9	12.5	23.9	10.4	
New England	n/a*	3.4	3.4	2.8	2.6	0.8	2.4	3.8	2.5	4.9	8.2	
Middle Atlantic	n/a*	13.4	13.7	9.3	5.0	3.4	9.3	15.1	10.0	19.0	2.2	
Midwest	n/a*	19.2	18.6	27.1	21.5	25.6	12.6	19.2	21.3	15.9	18.4	
East North Central	n/a*	11.9	11.5	17.0	13.2	9.9	8.8	12.5	12.7	10.6	8.1	
West North Central	n/a*	7.3	7.1	10.1	8.3	15.6	3.8	6.7	8.6	5.3	10.3	
South	n/a*	40.6	40.7	39.3	22.2	57.7	36.6	38.9	40.3	41.1	24.2	
South Atlantic	n/a*	16.7	16.6	17.7	10.8	19.4	17.2	16.3	17.9	14.6	13.5	
East South Central	n/a*	4.6	4.5	5.7	1.9	12.4	3.0	3.8	5.8	2.7	5.8	
West South Central	n/a*	19.3	19.6	16.0	9.6	25.9	16.3	18.8	16.6	23.7	4.9	
West	n/a*	23.1	23.3	21.3	48.7	12.5	38.5	22.7	25.7	18.8	14.6	
Mountain	n/a*	8.0	8.0	8.3	8.4	7.6	12.0	7.6	8.7	6.9	9.6	
Pacific	n/a*	15.1	15.3	13.0	40.3	4.9	26.5	15.0	17.0	11.9	5.0	
Commonwealths & Territories	n/a*	0.3	0.3	0.2	0.0	0.0	0.6	0.3	0.2	0.4	32.4	
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Number of Firms		61	35	26	8	17	16	20	26	35	1	

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

¹Census Division Definitions: New England-CT, MA, ME, NH, RI, VT; Middle Atlantic-NJ, NY, PA; East North Central-IL, IN, MI, OH, WI; West North Central-IA, KS, MN, MO, ND, NE, SD; South Atlantic-DC, DE, FL, GA, MD, NC, SC, VA, WV; East South Central-AL, KY, MS, TN; West South Central-AR, LA, OK, TX; Mountain-AZ, CO, ID, MT, NM, NV, UT, WY; Pacific-AK, CA, HI, OR, WA; commonwealth & territories-DC, PR, GU, VI.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Employee Workforce											
Average number of employees per firm at year-end 2015	42	310	447	138	9	39	208	973	606	120	200
<i>Number of Firms</i>		97	54	43	22	24	27	24	38	59	1
Full-time (30+ hours per week)	n/a*	91.4	90.7	94.0	83.8	95.8	93.5	90.7	90.7	93.6	99.0
Part-time	n/a*	8.6	9.3	6.0	16.2	4.2	6.5	9.3	9.3	6.4	1.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<i>Number of Firms</i>		93	51	42	22	24	26	21	35	58	1
Retail sales per employee ¹	\$621,687	\$636,749	\$677,027	\$473,180	\$132,072	\$310,043	\$410,019	\$708,625	\$558,433	\$892,010	\$2,070,000
<i>Number of Firms</i>		97	54	43	22	24	27	24	38	59	1
Sales force members per employee ²	234	255	289	109	120	605	165	261	235	317	500
<i>Number of Firms</i>		93	52	41	20	24	25	24	37	56	1

*An industry-wide estimate was not calculated for this item.

Note: Percentage changes may not calculate from figures due to rounding.

¹Annual retail sales of consumer products and services divided by the year-end number of employees.

²Year-end number of independent sales force members divided by the year-end number of employees.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									Company Data
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Employees by Function											
<i>Percent of Year-end Employees</i>											
Research & development	4.0	4.1	4.7	2.1	5.5	3.0	2.4	4.6	4.7	2.1	3.8
Manufacturing / quality assurance	19.4	18.8	20.8	11.1	22.9	16.9	22.7	17.8	22.1	8.0	7.8
Purchasing	1.5	1.2	1.0	2.1	1.5	3.6	1.5	1.0	0.9	2.2	2.5
Marketing	8.0	6.2	6.0	7.2	18.3	12.5	6.5	5.8	5.5	8.8	10.4
Sales / customer support / salesforce training	20.7	20.4	20.5	20.3	22.4	18.2	23.6	19.7	20.0	22.0	50.0
Distribution (warehousing, shipping, logistics)	15.7	16.2	10.9	36.4	11.4	14.5	17.3	16.0	12.4	28.7	5.1
Information technology (IT)	9.5	10.6	11.3	7.8	4.9	7.3	8.6	11.3	10.9	9.7	9.0
Administration (legal, finance, executive mgnt, etc.)	18.6	19.6	21.8	11.4	13.1	19.7	15.6	20.7	20.6	16.3	11.4
All other ¹	2.6	2.8	3.1	1.5	0.0	4.2	1.8	3.0	3.0	2.3	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		93	51	42	21	24	26	22	36	57	1
Employees by Census Region²											
<i>Percent of Year-end Employees</i>											
Northeast	n/a*	4.5	4.1	5.9	4.5	9.3	18.4	0.9	5.1	2.8	10.4
New England	n/a*	1.1	0.0	4.7	0.0	6.5	1.6	0.8	0.8	1.8	8.2
Middle Atlantic	n/a*	3.4	4.1	1.1	4.5	2.8	16.8	0.1	4.2	1.0	2.2
Midwest	n/a*	29.7	24.1	49.0	48.3	7.0	22.7	31.9	31.8	23.4	18.4
East North Central	n/a*	28.7	24.0	44.7	19.1	7.0	18.3	31.9	30.6	22.9	8.1
West North Central	n/a*	1.0	0.0	4.2	29.2	0.0	4.5	0.0	1.2	0.5	10.3
South	n/a*	20.1	21.8	14.3	32.5	59.9	6.0	22.6	16.3	31.6	24.2
South Atlantic	n/a*	7.1	8.5	2.3	26.9	24.1	0.7	8.2	6.9	7.7	13.5
East South Central	n/a*	3.1	2.8	4.0	1.1	15.3	0.8	3.4	2.9	3.6	5.8
West South Central	n/a*	9.9	10.4	8.0	4.5	20.4	4.5	11.0	6.5	20.2	4.9
West	n/a*	45.7	50.0	30.8	14.7	23.9	52.8	44.5	46.8	42.2	14.6
Mountain	n/a*	30.9	31.5	28.8	2.2	14.2	46.6	27.5	27.9	40.1	9.6
Pacific	n/a*	14.7	18.4	2.0	12.4	9.7	6.2	17.0	18.9	2.1	5.0
Commonwealths & Territories	n/a*	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	32.4
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		69	36	33	12	17	20	20	28	41	1

*An industry-wide estimate was not calculated for this item.

Note: Totals may not sum due to rounding.

¹Includes events, facilities, maintenance, security, food services, and philanthropy.

²Census Division Definitions: New England-CT, MA, ME, NH, RI, VT; Middle Atlantic-NJ, NY, PA; East North Central-IL, IN, MI, OH, WI; West North Central-IA, KS, MN, MO, ND, NE, SD; South Atlantic-DC, DE, FL, GA, MD, NC, SC, VA, WV; East South Central-AL, KY, MS, TN; West South Central-AR, LA, OK, TX; Mountain-AZ, CO, ID, MT, NM, NV, UT, WY; Pacific-AK, CA, HI, OR, WA; commonwealth & territories-GU, PR, VI.

U.S. Direct Selling in 2015

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Contract Workers											
Percentage of companies that used any <u>non-sales force</u> contract workers in 2015	n/a*	72.9	75.0	70.5	50.0	76.0	77.8	86.4	80.6	68.3	100.0
Number of Firms		96	52	44	22	25	27	22	36	60	1
Average number of contract workers per firm that used such workers at year-end 2015	n/a*	53	89	13	4	6	19	204	121	11	20
Number of Firms		55	29	26	10	14	19	12	21	34	1
Average amount spent in 2015 on contract workers by companies that used such workers (\$000)	n/a*	\$1,954	\$2,655	\$1,020	\$140	\$156	\$578	\$7,857	\$4,222	\$487	\$300
Number of Firms		56	32	24	9	15	20	12	22	34	1
Manufacture or Assemble in U.S.											
Percentage of companies that manufacture or assemble products <u>in-house</u> in the United States	42.1	51.5	50.0	53.3	40.9	38.5	63.0	62.5	63.2	44.3	100.0
Number of Firms		99	54	45	22	26	27	24	38	61	1
Percentage of companies that <u>outsource</u> the manufacture or assembly of products in the United States	65.9	71.4	77.8	63.6	63.6	76.0	70.4	75.0	68.4	73.3	100.0
Number of Firms		98	54	44	22	25	27	24	38	60	1
Average value of 2015 <u>net</u> exports per company (in thousands)	n/a*	\$21,949	\$48,506	-\$9,437	-\$10	\$111	\$18,555	\$68,417	\$70,967	-\$1,060	\$25,000
Number of Firms		72	39	33	18	20	15	19	23	49	1

*An industry-wide estimate was not calculated for this item.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Types of Company Facilities in the U.S.											
Percent of Companies											
World headquarters	n/a*	90.4	90.4	90.5	80.0	84.0	96.2	100.0	97.2	86.2	100.0
Other office buildings	n/a*	42.6	55.8	26.2	20.0	36.0	53.8	56.5	52.8	36.2	100.0
Laboratories	n/a*	19.1	26.9	9.5	5.0	4.0	26.9	39.1	33.3	10.3	100.0
Manufacturing plants	n/a*	27.7	30.8	23.8	10.0	20.0	38.5	39.1	41.7	19.0	100.0
Distribution centers / warehouses	n/a*	63.8	65.4	61.9	40.0	68.0	69.2	73.9	75.0	56.9	100.0
Retail shops	n/a*	10.6	17.3	2.4	15.0	12.0	7.7	8.7	11.1	10.3	100.0
Other facilities ¹	n/a*	5.3	7.7	2.4	0.0	4.0	3.8	13.0	13.9	0.0	100.0
Total Number of Facilities Reported											
World headquarters	n/a*	85	47	38	16	21	25	23	35	50	1
Other office buildings	n/a*	143	125	18	6	12	21	104	110	33	1
Laboratories	n/a*	84	78	6	3	1	7	73	76	8	3
Manufacturing plants	n/a*	54	36	18	6	5	13	30	36	18	2
Distribution centers / warehouses	n/a*	137	100	37	8	22	49	58	85	52	10
Retail shops	n/a*	50	42	8	10	23	14	3	36	14	1
Other facilities ¹	n/a*	17	15	2	0	1	2	14	17	0	2
Number of Firms		94	52	42	20	25	26	23	36	58	1
Research & Development											
Average R&D expense per firm in 2015 (in thousands)	n/a*	\$2,405	\$4,109	\$288	\$28	\$64	\$1,225	\$7,647	\$5,764	\$360	\$10,000
Number of Firms		74	41	33	14	21	19	20	28	46	1

*An industry-wide estimate was not calculated for this item.

¹Includes vacation and retreat properties, and training and pickup centers.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Charitable Giving											
Cash Donations											
Percentage of companies that made cash donations in the U.S. in 2015	55.5	77.4	75.0	80.5	50.0	68.0	88.0	100.0	91.7	68.4	100.0
<i>Number of Firms</i>		93	52	41	20	25	25	23	36	57	1
Average cash donations in U.S. in 2015 per company that made such donations (\$000)	\$70	\$664	\$1,114	\$199	\$6	\$57	\$235	\$1,771	\$1,262	\$122	\$100
<i>Number of firms</i>		61	31	30	9	14	18	20	29	32	1
In-kind Donations											
Percentage of companies that made in-kind donations of company products/services in the U.S. in 2015	42.0	56.7	50.0	65.0	38.1	52.0	59.1	77.3	70.6	48.2	100.0
<i>Number of firms</i>		90	50	40	21	25	22	22	34	56	1
Average value of in-kind donations in the U.S. in 2015 per company that made such donations (\$000)	\$123	\$813	\$779	\$838	\$70	\$30	\$143	\$2,174	\$713	\$903	\$150
<i>Number of firms</i>		40	17	23	7	10	9	14	19	21	1

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Charitable Giving (Cont.)											
Employee Volunteer Programs											
Percentage of companies with programs for employees to volunteer in the U.S.	15.0	39.8	42.3	36.6	9.5	24.0	50.0	73.9	45.7	36.2	100.0
<i>Number of firms</i>		93	52	41	21	25	24	23	35	58	1
Average employee volunteer hours in the U.S. in 2015 per company with such programs	391	4,233	6,382	1,905	80	49	2,987	7,046	8,090	1,662	200
<i>Number of firms</i>		25	13	12	2	4	7	12	10	15	1
Focus of Charitable Activities in U.S.											
Percentage of companies that have a particular focus for its charitable activities in the U.S.	33.1	51.1	46.2	57.5	28.6	44.0	50.0	81.8	60.0	45.6	100.0
<i>Number of firms</i>		92	52	40	21	25	24	22	35	57	1

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Compensation Structure											
Percent of Firms											
Multilevel	94.8	95.1	91.1	100.0	95.5	92.9	92.6	100.0	89.7	98.4	100.0
Single level	5.2	4.9	8.9	0.0	4.5	7.1	7.4	0.0	10.3	1.6	0.0
Other/hybrid	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		102	56	46	22	28	27	25	39	63	1
Percent of Retail Sales Dollars											
Multilevel	97.0	98.1	97.8	100.0	89.5	86.6	86.1	100.0	97.2	100.0	100.0
Single level	3.0	1.9	2.2	0.0	10.5	13.4	13.9	0.0	2.8	0.0	0.0
Other/hybrid	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		102	56	46	22	28	27	25	39	63	1
Percent of Sales Force Members											
Multilevel	98.6	99.9	99.9	100.0	100.0	99.5	99.3	100.0	99.8	100.0	100.0
Single level	1.4	0.1	0.1	0.0	0.0	0.5	0.7	0.0	0.2	0.0	0.0
Other/hybrid	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		95	52	43	20	26	25	24	37	58	1

Note: Tabulation may not sum due to rounding.

Demographic categories of the company are shaded in light red →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million	\$3-29.9 Million	\$30-200 Million	Over \$200 Million	Before 2000	2000 or After	
Predominant Sales Method											
Percent of Firms											
Person-to-person/face-to-face/door-to-door	n/a*	54.9	100.0	0.0	40.9	42.9	55.6	80.0	69.2	46.0	100.0
Party plan/groups/classes, incl. online parties	n/a*	45.1	0.0	100.0	59.1	57.1	44.4	20.0	30.8	54.0	0.0
Other	n/a*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		102	56	46	22	28	27	25	39	63	1
Percent of Retail Sales Dollars											
Person-to-person/face-to-face/door-to-door	n/a*	85.5	100.0	0.0	27.1	48.2	53.6	90.7	89.5	77.3	100.0
Party plan/groups/classes, incl. online parties	n/a*	14.5	0.0	100.0	72.9	51.8	46.4	9.3	10.5	22.7	0.0
Other	n/a*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		102	56	46	22	28	27	25	39	63	1
Percent of Sales Force Members											
Person-to-person/face-to-face/door-to-door	n/a*	91.9	100.0	0.0	40.0	88.1	67.0	95.9	96.0	81.9	100.0
Party plan/groups/classes, incl. online parties	n/a*	8.1	0.0	100.0	60.0	11.9	33.0	4.1	4.0	18.1	0.0
Other	n/a*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		95	52	43	20	26	25	24	37	58	1

*An industry-wide estimate was not calculated for this item.

Note: Tabulation may not sum due to rounding.