

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Tabulations of Data from Firms Participating in the Growth & Outlook Survey											
Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	All Reporting Firms	Primary 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	1,100	104	58	46	14	41	22	27	44	60	1
U.S. Sales Volume & Growth¹											
Average Retail Sales per Firm (\$thousands)											
2015	\$32,836	\$210,572	\$320,820	\$69,556	\$1,041	\$11,788	\$100,216	\$721,897	\$330,322	\$120,759	\$400,000
2016	\$32,309	\$207,362	\$314,733	\$70,028	\$1,271	\$12,891	\$95,573	\$711,344	\$328,308	\$116,653	\$414,000
Percent change	-1.6	-1.5	-1.9	0.7	22.1	9.3	-4.6	-1.5	-0.6	-3.4	3.5
Other 2016 Retail-Sales Growth Rate Data Percent Change from Prior Year											
Simple average ²	n/a*	41.9	44.2	38.8	219.2	36.7	-1.6	1.5	0.6	72.9	
Median ³ (second quartile)	n/a*	5.5	3.7	9.4	13.1	4.7	1.4	4.0	1.1	12.3	
Middle 50% range: ⁴											
Low (first quartile)	n/a*	-6.8	-8.4	-3.6	7.0	-5.8	-11.4	-12.2	-7.4	-5.8	
High (third quartile)	n/a*	15.4	10.1	40.0	91.1	49.8	8.0	9.5	6.3	46.9	
Percent of Firms Whose Growth Rate Was:											
More than 0%	n/a*	61.2	56.4	67.4	75.0	60.0	52.4	64.0	52.4	67.9	100.0
Equal or less than 0%	n/a*	38.8	43.6	32.6	25.0	40.0	47.6	36.0	47.6	32.1	0.0
Number of Firms		98	55	43	12	40	21	25	42	56	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 2015 and 2016 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 2015 to 2016) 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.

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			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 2016 Retail Sales</i>										
Person-to-person (in-person or online)	72.0	76.0	85.1	23.1	33.3	40.2	60.3	78.9	79.3	68.8
Party plan/groups/classes, including online parties	21.0	17.9	8.0	74.4	57.3	57.4	25.5	15.8	14.8	24.3
Other ¹	7.0	6.2	6.8	2.5	9.4	2.4	14.2	5.4	5.8	6.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		100	55	45	13	40	22	25	42	58
										1

Note: Totals may not sum due to rounding.

¹Includes sales at events and shows, fundraising, retail stores, personal consumption, autoship program, social media, and online.

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			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											
Percent of 2016 Retail Sales											
Clothing & Accessories	8.2	5.13	2.70	19.10	58.74	26.62	17.81	3.08	4.34	6.81	0.30
Clothing, lingerie, sleepwear, shoes	n/a*	1.35	1.53	0.32	18.17	1.42	2.59	1.19	1.54	0.93	0.10
Jewelry, fashion accessories	n/a*	3.78	1.17	18.79	40.58	25.20	15.21	1.89	2.79	5.88	0.20
Personal Care	16.4	21.43	21.75	19.58	20.64	9.82	10.62	22.95	24.89	14.07	1.50
Cosmetics	n/a*	8.98	7.60	16.94	4.51	1.30	5.26	9.61	7.49	12.16	0.10
Skin care	n/a*	8.95	10.13	2.19	7.94	6.14	2.87	9.71	12.37	1.68	0.20
Fragrances	n/a*	1.53	1.77	0.15	6.35	0.85	1.82	1.51	2.21	0.08	0.30
Hair care, nail care	n/a*	0.68	0.77	0.16	1.84	0.78	0.37	0.71	0.96	0.07	0.40
Toiletries/daily care/oral care	n/a*	1.28	1.48	0.14	0.00	0.74	0.30	1.41	1.85	0.08	0.50
Home & Family Care	1	1.97	1.38	5.32	4.05	23.49	2.18	1.35	2.25	1.36	0.60
Home & auto care/cleaning products	n/a*	1.24	1.27	1.04	0.00	5.53	0.03	1.25	1.65	0.36	0.10
Self defense & animal care products	n/a*	0.04	0.02	0.14	0.00	0.89	0.00	0.02	0.00	0.13	0.20
Food & beverages (excl. those in wellness category)	n/a*	0.69	0.09	4.14	4.05	17.07	2.15	0.07	0.60	0.88	0.20
Home Durables	1	9.67	3.44	45.57	16.56	20.60	19.57	8.26	10.71	7.46	9.10
Cookware	n/a*	1.94	0.39	10.88	2.97	0.56	2.75	1.88	2.84	0.01	0.10
Cutlery	n/a*	0.84	0.81	1.03	0.00	0.08	6.97	0.18	1.23	0.00	0.20
Crystal/china	n/a*	0.01	0.00	0.05	0.00	0.08	0.00	0.01	0.01	0.00	0.30
House/kitchen wares	n/a*	3.24	0.21	20.71	0.08	0.93	0.67	3.59	3.14	3.44	0.40
Tableware	n/a*	0.18	0.03	1.05	0.00	0.29	0.25	0.17	0.26	0.02	0.50
Candles, gifts, decorative accessories, holiday decorations, collectibles, art/framing	n/a*	1.70	0.21	10.29	11.93	9.14	0.00	1.68	0.70	3.84	0.60
Gardening	n/a*	0.18	0.20	0.03	0.00	0.00	0.08	0.19	0.26	0.00	1.50
Furniture/furnishings	n/a*	0.02	0.02	0.00	0.00	0.00	0.00	0.02	0.03	0.00	0.00
Home appliances	n/a*	0.02	0.02	0.01	0.00	0.00	0.00	0.02	0.00	0.06	0.90
Air filters/air filtration systems	n/a*	0.13	0.14	0.06	0.00	2.89	0.00	0.06	0.15	0.06	1.00
Water treatment systems/filters	n/a*	0.41	0.23	1.47	1.58	1.45	0.00	0.43	0.60	0.02	1.10
Vacuum cleaners	n/a*	0.96	1.13	0.00	0.00	4.00	8.85	0.00	1.41	0.00	1.20
Bedding & linens	n/a*	0.05	0.06	0.00	0.00	1.20	0.00	0.02	0.07	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 16.5% of sales.

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		All Reporting Firms	Primary 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)											
Percent of 2016 Retail Sales											
Wellness ¹	34.9	36.04	41.45	4.87	0.00	17.65	38.46	36.31	34.32	39.72	3.70
Weight mgmt products/programs (wgt mgt supplements, meal replacement bars & drinks)	n/a*	11.90	13.72	1.42	0.00	2.69	5.11	12.92	11.02	13.79	0.10
Nutritional supplements (vitamins, minerals, dietary supplements, herbals & specialty)	n/a*	17.58	20.08	3.16	0.00	12.67	31.35	16.19	16.53	19.81	0.20
Sports/energy & body-building (body-bldg supplements, energy bars, sports & protein drinks)	n/a*	5.15	6.04	0.04	0.00	0.88	1.03	5.73	5.90	3.56	0.30
Health foods & beverages	n/a*	0.08	0.08	0.03	0.00	1.00	0.26	0.03	0.04	0.14	0.40
Children's supplements	n/a*	0.06	0.07	0.02	0.00	0.11	0.20	0.05	0.10	0.00	0.50
Health/nutrition/fitness instructional/ materials	n/a*	0.75	0.88	0.00	0.00	0.00	0.07	0.84	0.01	2.32	1.30
Essential oils & pharmacy		0.53	0.58	0.21	0.00	0.31	0.44	0.54	0.73	0.10	0.70
Leisure/Educational ²	2.5	1.02	0.24	5.55	0.00	0.30	9.33	0.12	1.42	0.17	3.70
Books, encyclopedias, educational publications & CDs/DVDs/videos	n/a*	0.12	0.14	0.02	0.00	0.26	1.22	0.00	0.18	0.01	0.10
Crafts	n/a*	0.77	0.00	5.19	0.00	0.00	7.86	0.00	1.13	0.00	0.40
Toys and games	n/a*	0.10	0.06	0.34	0.00	0.05	0.00	0.12	0.08	0.16	0.50
Sporting goods	n/a*	0.02	0.03	0.00	0.00	0.00	0.25	0.00	0.04	0.00	2.60
Services ³	21.5	24.74	29.03	0.00	0.00	1.51	2.02	27.93	22.07	30.42	81.10
Financial & legal services (including insurance)	n/a*	13.05	15.31	0.00	0.00	1.46	0.00	14.83	19.12	0.11	0.10
Telecommunications/long distance services	n/a*	1.25	1.47	0.00	0.00	0.00	0.00	1.43	1.78	0.12	0.20
Internet services (e.g., ISP, Web site design)	n/a*	0.15	0.18	0.00	0.00	0.05	0.46	0.12	0.23	0.00	0.30
Energy (gas, electric, etc.)	n/a*	9.92	11.64	0.00	0.00	0.00	0.00	11.30	0.40	30.18	0.30
Group buying clubs/services, satellite TV & home security	n/a*	0.37	0.43	0.00	0.00	0.00	1.57	0.25	0.54	0.00	79.50
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		95	50	45	12	38	20	25	41	54	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 product subcategory of exercise equipment is not shown, because no sales were reported.

²The three product subcategories of computer software; scrapbooking/photo albums/photography; and adult products are not shown, because no sales were reported.

³The product subcategory of travel services is not shown, because no sales were reported.

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		All Reporting Firms	Primary 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 2016 Retail Sales</i>												
Alabama	n/a*	0.89	0.88	0.94	0.11	1.09	0.83	0.89	1.07	0.49	0.10	
Alaska	n/a*	0.19	0.16	0.36	0.01	0.95	0.21	0.17	0.17	0.22	0.20	
Arizona	n/a*	1.92	1.87	2.22	1.01	3.19	2.37	1.83	1.87	2.02	0.30	
Arkansas	n/a*	0.63	0.58	0.90	0.15	0.61	0.86	0.60	0.76	0.35	0.40	
California	n/a*	11.68	11.77	11.18	16.13	8.13	12.05	11.72	14.14	6.32	0.50	
Colorado	n/a*	1.89	1.88	1.93	0.68	1.96	2.31	1.83	2.11	1.40	0.60	
Connecticut	n/a*	1.01	1.05	0.78	0.36	1.85	0.59	1.04	0.75	1.57	0.70	
Delaware	n/a*	0.40	0.41	0.35	1.20	0.41	0.26	0.42	0.46	0.25	0.80	
Florida	n/a*	5.24	5.47	3.98	2.51	3.60	8.53	4.88	6.26	3.03	0.90	
Georgia	n/a*	2.46	2.52	2.16	1.66	1.66	3.60	2.35	2.72	1.90	1.00	
Hawaii	n/a*	0.51	0.53	0.41	0.01	1.14	1.08	0.42	0.54	0.44	1.10	
Idaho	n/a*	0.56	0.53	0.71	1.67	0.41	0.67	0.55	0.59	0.49	1.20	
Illinois	n/a*	4.16	4.06	4.71	6.13	4.40	3.90	4.18	4.32	3.82	1.30	
Indiana	n/a*	1.70	1.52	2.73	2.57	2.05	1.56	1.71	1.85	1.38	1.40	
Iowa	n/a*	1.05	0.92	1.77	4.53	1.11	0.98	1.05	1.14	0.85	1.50	
Kansas	n/a*	0.92	0.82	1.47	0.77	0.89	1.41	0.86	1.00	0.74	1.60	
Kentucky	n/a*	0.92	0.87	1.22	0.67	0.80	1.02	0.91	1.04	0.66	1.70	
Louisiana	n/a*	0.84	0.84	0.84	0.06	0.57	1.27	0.79	0.99	0.49	1.80	
Maine	n/a*	0.30	0.25	0.55	0.09	1.22	0.22	0.29	0.29	0.33	1.90	
Maryland	n/a*	1.91	1.94	1.75	3.98	1.69	1.22	2.01	1.84	2.07	2.00	
Massachusetts	n/a*	1.22	1.20	1.35	0.50	2.33	0.83	1.24	1.24	1.16	2.10	
Michigan	n/a*	1.98	1.80	2.96	4.48	2.20	2.48	1.91	2.23	1.42	2.20	
Minnesota	n/a*	1.82	1.76	2.13	3.32	2.88	1.45	1.84	1.94	1.55	2.30	
Mississippi	n/a*	0.54	0.54	0.53	0.58	0.81	0.68	0.52	0.68	0.24	2.40	
Missouri	n/a*	1.35	1.22	2.08	0.64	1.51	1.43	1.34	1.41	1.21	2.50	
Montana	n/a*	0.43	0.44	0.40	0.06	0.52	0.37	0.44	0.40	0.52	2.60	
Nebraska	n/a*	0.78	0.71	1.18	0.44	0.75	0.79	0.78	0.84	0.66	0.10	
Nevada	n/a*	0.96	0.98	0.81	0.47	0.97	0.96	0.96	1.11	0.61	0.20	
New Hampshire	n/a*	0.33	0.31	0.44	0.27	0.30	0.26	0.34	0.32	0.37	0.30	
New Jersey	n/a*	2.98	3.14	2.09	1.87	3.40	1.91	3.10	2.77	3.44	0.40	
New Mexico	n/a*	0.58	0.56	0.71	0.11	0.45	1.01	0.53	0.69	0.36	0.50	
New York	n/a*	6.52	6.82	4.82	3.53	4.97	4.36	6.83	6.89	5.71	0.60	
North Carolina	n/a*	2.32	2.17	3.16	3.68	2.55	2.81	2.26	2.64	1.64	0.70	
North Dakota	n/a*	0.37	0.33	0.59	0.07	0.76	0.38	0.36	0.38	0.36	0.80	
Ohio	n/a*	2.94	2.73	4.09	2.13	3.60	2.84	2.94	3.45	1.82	0.90	
Oklahoma	n/a*	1.03	0.87	1.91	0.07	0.50	1.85	0.94	1.08	0.90	1.00	
Oregon	n/a*	1.53	1.60	1.14	6.63	2.09	1.43	1.52	1.66	1.23	1.10	
Pennsylvania	n/a*	4.13	4.01	4.85	2.41	7.84	2.98	4.18	3.12	6.34	1.20	
Rhode Island	n/a*	0.27	0.27	0.30	0.08	0.81	0.11	0.28	0.30	0.22	1.30	
South Carolina	n/a*	0.95	0.93	1.06	1.01	0.95	0.98	0.95	1.04	0.76	1.40	

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			Person to Person	Party Plan/ Groups	Under \$3 Million		\$3-29.9 Million	\$30-200 Million	\$200 Million	Before 2000		2000 or After
Sales by State (Continued)												
Percent of 2016 Retail Sales												
South Dakota	n/a*	0.37	0.34	0.54	0.22	0.23	0.43	0.36	0.38	0.33	1.50	
Tennessee	n/a*	1.41	1.35	1.75	1.59	1.39	1.54	1.39	1.64	0.91	1.60	
Texas	n/a*	17.70	19.01	10.35	12.56	5.57	13.10	18.59	10.72	32.92	1.70	
Utah	n/a*	1.19	1.24	0.90	2.23	0.88	3.28	0.93	1.32	0.89	1.80	
Vermont	n/a*	0.12	0.10	0.18	0.06	0.19	0.09	0.12	0.12	0.10	1.90	
Virginia	n/a*	1.98	1.85	2.76	2.69	3.32	1.60	2.00	2.19	1.53	2.00	
Washington	n/a*	2.02	1.99	2.15	1.41	4.17	2.05	1.96	2.14	1.74	2.10	
West Virginia	n/a*	0.36	0.28	0.84	0.18	0.66	0.53	0.34	0.35	0.39	2.20	
Wisconsin	n/a*	1.82	1.69	2.54	2.09	4.33	1.69	1.77	2.05	1.31	2.30	
Wyoming	n/a*	0.24	0.23	0.28	0.30	1.13	0.26	0.21	0.24	0.23	2.40	
District of Columbia	n/a*	0.10	0.12	0.03	0.06	0.13	0.03	0.11	0.11	0.09	2.50	
Guam	n/a*	0.05	0.05	0.03	0.00	0.00	0.02	0.05	0.06	0.03	2.60	
Puerto Rico	n/a*	0.40	0.45	0.11	0.00	0.07	0.53	0.39	0.52	0.13	2.70	
U.S. Virgin Islands	n/a*	0.02	0.03	0.01	0.00	0.00	0.00	0.03	0.03	0.02	27.10	
N. Mariana Islands	n/a*	0.004	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	
American Samoa	n/a*	0.01	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	
		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	
Number of Firms		71	40	31	8	26	16	21	33	38	1	
Sales by Census Division ¹												
Percent of 2016 Retail Sales												
Northeast	16.3	16.9	17.2	15.4	9.2	22.9	11.4	17.4	15.8	19.2	10.4	
New England	3.2	3.2	3.2	3.6	1.4	6.7	2.1	3.3	3.0	3.8	8.2	
Middle Atlantic	13.1	13.6	14.0	11.8	7.8	16.2	9.3	14.1	12.8	15.5	2.2	
Midwest	20.5	19.2	17.9	26.8	27.4	24.7	19.3	19.1	21.0	15.5	18.4	
East North Central	13.3	12.6	11.8	17.0	17.4	16.6	12.5	12.5	13.9	9.8	8.1	
West North Central	7.2	6.7	6.1	9.7	10.0	8.1	6.9	6.6	7.1	5.7	10.3	
South	37.0	39.7	40.6	34.5	32.7	26.3	40.7	39.9	35.6	48.6	24.2	
South Atlantic	16.7	15.8	15.7	16.1	17.0	15.0	19.6	15.3	17.6	11.7	13.5	
East South Central	4.1	3.8	3.6	4.4	2.9	4.1	4.1	3.7	4.4	2.3	5.8	
West South Central	16.2	20.2	21.3	14.0	12.8	7.3	17.1	20.9	13.6	34.7	4.9	
West	25.7	23.7	23.8	23.2	30.7	26.0	28.0	23.1	27.0	16.5	14.6	
Mountain	8.4	7.8	7.7	7.9	6.5	9.5	11.2	7.3	8.3	6.5	9.6	
Pacific	17.3	15.9	16.0	15.2	24.2	16.5	16.8	15.8	18.7	10.0	5.0	
Commonwealths & Territories	0.5	0.5	0.5	0.1	0.0	0.1	0.6	0.5	0.6	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	100.0	
Number of Firms		71	40	31	8	26	16	21	33	38	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.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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 2016 ¹	20,500,000										
Average Number of Independent Contractors per Firm											
1. Independent contractors eligible to submit orders as of 1/1/2016	12,364	67,535	111,845	15,348	401	4,720	62,629	199,097	104,348	39,925	110,000
2. Plus: independent contractors recruited in 2016	6,272	32,270	51,410	9,727	488	2,724	20,920	101,211	44,568	23,047	30,000
3. Equals: number of independent contractors during 2016	18,636	99,805	163,255	25,075	889	7,444	83,549	300,308	148,916	62,972	140,000
4. Less: independent contractors dropped in 2016	7,000	32,076	50,819	10,000	356	2,011	19,911	102,390	45,841	21,752	40,000
5. Equals: independent contractors eligible to submit orders as of 12/31/2016	11,636	67,729	112,436	15,075	533	5,433	63,638	197,918	103,075	41,220	100,000
Dropout Rate ² [(Row4/Row3)x100]	37.6%	32.1%	31.1%	39.9%	40.0%	27.0%	23.8%	34.1%	30.8%	34.5%	28.6%
Turnover Rate ³ [(Row4x100)/((Row1+Row5)/2)]	58.3%	47.4%	45.3%	65.7%	76.2%	39.6%	31.5%	51.6%	44.2%	53.6%	38.1%
Retention Factor ⁴ [(Row5-Row2)x100/Row1]	43.4%	52.5%	54.6%	34.8%	11.2%	57.4%	68.2%	48.6%	56.1%	45.5%	63.6%
Number of Firms		98	53	45	13	39	20	26	42	56	1

Note: Totals may not sum due to rounding.

¹A total of 20.5 million people in the U.S. were eligible to submit orders at some point during the full year of 2016.

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.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									Company Data
		All Reporting Firms	Primary 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 Size & Growth											
Average Number of Independent Contractors per Firm Eligible to Submit Orders at the End of the Year											
2014	11,000	62,092	102,271	14,771	409	4,262	58,319	182,581	102,678	31,653	100,000
2015	12,364	67,535	111,845	15,348	401	4,720	62,629	199,097	104,348	39,925	110,000
2016	11,636	67,729	112,436	15,075	533	5,433	63,638	197,918	103,075	41,220	100,000
Percent change from prior year:											
2015	12.4%	8.8%	9.4%	3.9%	-2.0%	10.7%	7.4%	9.0%	1.6%	26.1%	10.0%
2016	-5.9%	0.3%	0.5%	-1.8%	32.9%	15.1%	1.6%	-0.6%	-1.2%	3.2%	-9.1%
Average Number of Independent Contractors per Firm Eligible to Submit Orders during the Year											
2015	18,364	98,678	161,488	24,702	703	6,519	81,725	298,943	153,080	57,876	160,000
2016	18,636	99,805	163,255	25,075	889	7,444	83,549	300,308	148,916	62,972	140,000
Percent change from prior year:											
2016	1.5%	1.1%	1.1%	1.5%	26.5%	14.2%	2.2%	0.5%	-2.7%	8.8%	-12.5%
Number of Firms for Sales Force Size & Growth Data		98	53	45	13	39	20	26	42	56	1

Note: Totals may not sum due to rounding.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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											
2015	7,364	36,586	59,217	9,931	294	2,257	23,406	116,362	50,402	26,223	50,000
2016	6,272	32,270	51,410	9,727	488	2,724	20,920	101,211	44,568	23,047	30,000
Percent change	-14.8%	-11.8%	-13.2%	-2.1%	66.0%	20.7%	-10.6%	-13.0%	-11.6%	-12.1%	-40.0%
Recruitment Rate ¹											
2015	40.1%	37.1%	36.7%	40.2%	41.8%	34.6%	28.6%	38.9%	32.9%	45.3%	31.3%
2016	33.7%	32.3%	31.5%	38.8%	54.9%	36.6%	25.0%	33.7%	29.9%	36.6%	21.4%
Sales Force Attrition											
Average Number of Independent Contractors per Firm Dropped during the Year											
2015	6,000	31,143	49,643	9,354	302	1,799	19,096	99,846	48,732	17,951	40,000
2016	7,000	32,076	50,819	10,000	356	2,011	19,911	102,390	45,841	21,752	40,000
Percent change	16.7%	3.0%	2.4%	6.9%	17.9%	11.8%	4.3%	2.5%	-5.9%	21.2%	0.0%
Dropout Rate ²											
2015	32.7%	31.6%	30.7%	37.9%	43.0%	27.6%	23.4%	33.4%	31.8%	31.0%	25.0%
2016	37.6%	32.1%	31.1%	39.9%	40.0%	27.0%	23.8%	34.1%	30.8%	34.5%	28.6%
Sales Force Productivity											
Average Annual Retail Sales per Independent Contractor Eligible to Order During the Year											
2015	\$1,788	\$2,102	\$2,025	\$2,690	\$1,326	\$1,768	\$1,269	\$2,289	\$2,118	\$2,070	\$2,500
2016	\$1,734	\$2,046	\$1,964	\$2,679	\$1,189	\$1,744	\$1,180	\$2,244	\$2,163	\$1,840	\$2,957
Percent change	-3.0%	-2.6%	-3.0%	-0.4%	-10.3%	-1.3%	-7.0%	-1.9%	2.1%	-11.1%	18.3%
Number of Firms for Recruitment / Attrition / Productivity Data											
		98	53	45	13	39	20	26	42	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.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Tabulations of Data from Firms Participating in the Growth & Outlook Survey											
Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	All Reporting Firms	Primary Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million		Over \$200 Million	Before 2000	2000 or After		
					\$3-29.9 Million	\$30-200 Million					
Sales Force by Gender											
<i>Percent of Independent Contractors</i>											
Women	74.0	73.7	71.5	93.8	83.4	81.8	60.4	76.8	77.4	68.0	90.0
Men	26.0	26.3	28.5	6.2	16.6	18.2	39.6	23.2	22.6	32.0	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>		87	43	44	13	37	17	20	35	52	1
Sales Force by Hispanic Ethnicity											
<i>Percent of Independent Contractors</i>											
Percent of Hispanic or Latin origin	21.8	21.0	21.2	18.7	57.1	19.4	14.6	22.5	24.8	14.6	20
<i>Number of Firms</i>		71	41	30	12	28	12	19	30	41	1
Sales Force by Race											
<i>Percent of Independent Contractors</i>											
American Indian or Alaska Native	0.8	0.8	0.8	0.8	0.8	0.7	0.2	0.9	0.4	1.3	1.0
Asian	3.6	3.7	3.8	2.4	0.8	3.4	4.0	3.6	4.0	3.2	3.0
Black or African-American	9.2	8.9	9.1	6.5	9.7	16.1	8.6	8.7	7.7	10.7	6.0
White or Caucasian	83.7	84.1	83.9	86.9	87.4	71.3	81.8	85.4	86.0	81.5	80.0
Native Hawaiian or Pacific Islander	0.8	0.7	0.7	1.4	1.1	0.6	1.2	0.6	0.4	1.2	8.0
Not Identified/Other	1.9	1.7	1.7	2.1	0.2	8.0	4.2	0.7	1.5	2.1	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>		64	36	28	7	30	11	16	28	36	1
Sales Force by Age											
<i>Percent of Year-end 2016 Independent Contractors</i>											
Under 18	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
18-24	8.1	8.2	8.3	7.2	2.7	4.4	12.3	7.4	9.3	6.1	20.0
25-34	21.4	21.9	21.4	27.4	14.1	20.0	18.7	22.7	21.0	23.6	20.0
35-44	26.0	25.7	25.2	31.4	30.5	30.7	25.6	25.6	24.2	28.8	20.0
45-54	23.3	22.7	22.9	20.9	37.0	22.2	26.4	21.8	23.1	21.9	20.0
55-64	14.3	14.5	14.9	10.1	12.6	13.7	13.1	14.8	15.3	12.8	10.0
65+	6.8	6.9	7.3	3.0	3.1	9.0	3.9	7.6	7.0	6.8	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>		80	40	40	11	32	16	21	35	45	1

Note: Totals may not sum due to rounding.

Tabulations of Data from Firms Participating in the Growth & Outlook Survey											
Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	All Reporting Firms	Primary Sales Method		Annual Retail Sales				1st Year of Direct Selling in U.S.		Company Data
			Person to Person	Party Plan/ Groups	Under \$3 Million			Over \$200 Million	Before 2000	2000 or After	
					\$3-29.9 Million	\$30-200 Million	\$200 Million				
Sales Force by State											
Percent of Year-end 2016 Independent Contractors											
Alabama	n/a*	1.19	1.19	1.21	0.24	1.59	1.89	1.04	1.48	0.51	0.10
Alaska	n/a*	0.18	0.17	0.37	0.00	0.59	0.12	0.19	0.18	0.18	0.20
Arizona	n/a*	1.92	1.85	2.73	0.93	3.11	1.72	1.93	1.87	2.02	0.30
Arkansas	n/a*	1.28	1.31	0.94	0.14	0.61	4.15	0.71	1.66	0.38	0.40
California	n/a*	10.54	10.56	10.40	21.17	10.83	8.77	10.89	11.84	7.50	0.50
Colorado	n/a*	2.08	2.09	2.01	2.75	2.10	3.23	1.85	2.45	1.23	0.60
Connecticut	n/a*	0.98	1.00	0.64	0.54	0.99	0.31	1.11	0.71	1.61	0.70
Delaware	n/a*	0.31	0.31	0.36	1.75	0.38	0.15	0.34	0.34	0.24	0.80
Florida	n/a*	5.80	5.90	4.69	3.73	5.61	7.39	5.49	6.93	3.16	0.90
Georgia	n/a*	3.20	3.28	2.21	1.80	3.31	4.35	2.96	3.14	3.34	1.00
Hawaii	n/a*	0.52	0.52	0.50	0.31	0.86	0.99	0.42	0.46	0.66	1.10
Idaho	n/a*	0.52	0.49	0.86	0.90	0.71	0.44	0.53	0.55	0.44	1.20
Illinois	n/a*	4.08	4.10	3.90	3.34	4.11	3.07	4.29	3.63	5.14	1.30
Indiana	n/a*	1.71	1.63	2.66	1.13	2.16	1.52	1.73	1.97	1.09	1.40
Iowa	n/a*	1.22	1.17	1.75	1.87	0.66	1.99	1.07	1.48	0.60	1.50
Kansas	n/a*	1.02	0.99	1.43	0.93	0.75	1.63	0.90	1.20	0.61	1.60
Kentucky	n/a*	1.05	1.02	1.41	0.69	0.81	1.60	0.94	1.28	0.51	1.70
Louisiana	n/a*	1.40	1.44	0.97	0.12	0.86	4.09	0.86	1.81	0.44	1.80
Maine	n/a*	0.26	0.24	0.57	0.92	0.30	0.11	0.29	0.21	0.39	1.90
Maryland	n/a*	1.72	1.72	1.75	5.01	2.92	0.69	1.90	1.48	2.28	2.00
Massachusetts	n/a*	1.17	1.20	0.84	1.11	1.14	0.50	1.31	1.07	1.40	2.10
Michigan	n/a*	1.86	1.77	3.00	1.32	2.69	1.60	1.90	2.11	1.27	2.20
Minnesota	n/a*	1.78	1.76	2.02	1.27	1.53	1.54	1.84	1.98	1.32	2.30
Mississippi	n/a*	0.80	0.81	0.67	0.17	0.55	1.92	0.58	1.05	0.22	2.40
Missouri	n/a*	1.89	1.85	2.38	0.79	1.37	4.22	1.43	2.21	1.15	2.50
Montana	n/a*	0.42	0.41	0.50	0.08	0.39	0.27	0.45	0.41	0.44	2.60
Nebraska	n/a*	0.83	0.81	1.15	0.87	0.52	1.21	0.76	0.98	0.49	0.10
Nevada	n/a*	0.84	0.84	0.89	0.87	1.80	0.83	0.83	0.95	0.60	0.20
New Hampshire	n/a*	0.30	0.29	0.39	0.27	0.23	0.18	0.32	0.26	0.37	0.30
New Jersey	n/a*	2.77	2.86	1.65	1.80	2.42	1.13	3.11	2.33	3.80	0.40
New Mexico	n/a*	0.57	0.55	0.83	0.33	0.81	0.57	0.57	0.66	0.36	0.50
New York	n/a*	6.12	6.37	3.15	3.42	5.17	2.28	6.94	5.07	8.59	0.60
North Carolina	n/a*	2.39	2.31	3.30	2.92	2.43	2.49	2.36	2.64	1.80	0.70
North Dakota	n/a*	0.32	0.30	0.54	0.03	0.30	0.21	0.34	0.33	0.29	0.80
Ohio	n/a*	2.70	2.56	4.49	1.46	2.85	1.46	2.96	3.13	1.69	0.90
Oklahoma	n/a*	1.51	1.43	2.43	0.21	0.83	2.71	1.28	1.75	0.96	1.00
Oregon	n/a*	1.36	1.37	1.19	1.95	2.31	0.95	1.42	1.53	0.96	1.10
Pennsylvania	n/a*	3.79	3.73	4.45	3.28	4.30	1.44	4.26	2.57	6.64	1.20
Rhode Island	n/a*	0.28	0.29	0.20	0.19	0.38	0.07	0.32	0.30	0.24	1.30
South Carolina	n/a*	1.05	1.04	1.15	0.70	1.23	1.29	0.99	1.16	0.79	1.40

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

Note: Totals may not sum due to rounding.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Tabulations of Data from Firms Participating in the Growth & Outlook Survey												
Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	All Reporting Firms	Primary 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	\$200 Million	Before 2000		2000 or After
Sales Force by State (Cont.)												
<i>Percent of Year-end 2016 Independent Contractors</i>												
South Dakota	n/a*	0.35	0.33	0.50	0.39	0.31	0.44	0.33	0.41	0.18	1.50	
Tennessee	n/a*	1.81	1.80	1.86	1.10	1.71	3.30	1.50	2.20	0.90	1.60	
Texas	n/a*	15.90	16.30	11.06	18.62	6.84	14.82	16.33	11.05	27.28	1.70	
Utah	n/a*	0.95	0.94	1.06	1.71	1.43	0.80	0.97	1.06	0.70	1.80	
Vermont	n/a*	0.11	0.10	0.15	0.12	0.06	0.04	0.12	0.11	0.08	1.90	
Virginia	n/a*	1.92	1.85	2.82	3.59	3.07	1.16	2.05	2.07	1.58	2.10	
Washington	n/a*	2.02	2.01	2.09	1.22	4.60	1.63	2.03	2.19	1.61	2.20	
West Virginia	n/a*	0.31	0.26	0.96	0.26	0.42	0.39	0.30	0.31	0.32	2.30	
Wisconsin	n/a*	1.87	1.85	2.18	0.72	3.99	1.86	1.83	2.18	1.16	2.40	
Wyoming	n/a*	0.22	0.21	0.34	0.48	0.24	0.34	0.19	0.25	0.14	2.50	
District of Columbia	n/a*	0.11	0.12	0.02	0.09	0.26	0.03	0.12	0.10	0.14	2.60	
Guam	n/a*	0.05	0.04	0.07	0.28	0.01	0.01	0.05	0.06	0.03	2.70	
Puerto Rico	n/a*	0.61	0.64	0.28	0.12	0.52	0.08	0.72	0.81	0.15	27.10	
U.S. Virgin Islands	n/a*	0.03	0.03	0.01	0.00	0.06	0.00	0.03	0.03	0.02	0.00	
N. Mariana Islands	n/a*	0.01	0.01	0.00	0.00	0.00	0.02	0.00	0.01	0.00	0.00	
American Samoa	n/a*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	
		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	
<i>Number of Firms</i>		67	36	31	9	24	13	21	29	38	1	
Sales Force by Census Division¹												
<i>Percent of Year-end 2016 Independent Contractors</i>												
Northeast	n/a*	15.8	16.1	12.0	11.6	15.0	6.1	17.8	12.6	23.1	10.4	
New England	n/a*	3.1	3.1	2.8	3.1	3.1	1.2	3.5	2.7	4.1	8.2	
Middle Atlantic	n/a*	12.7	13.0	9.2	8.5	11.9	4.8	14.3	10.0	19.0	2.2	
Midwest	n/a*	19.6	19.1	26.0	14.1	21.2	20.8	19.4	21.6	15.0	18.4	
East North Central	n/a*	12.2	11.9	16.2	8.0	15.8	9.5	12.7	13.0	10.4	8.1	
West North Central	n/a*	7.4	7.2	9.8	6.1	5.4	11.3	6.7	8.6	4.6	10.3	
South	n/a*	41.8	42.1	37.8	41.1	33.4	52.4	39.8	40.4	44.8	24.2	
South Atlantic	n/a*	16.8	16.8	17.3	19.8	19.6	17.9	16.5	18.2	13.6	13.5	
East South Central	n/a*	4.9	4.8	5.2	2.2	4.7	8.7	4.1	6.0	2.1	5.8	
West South Central	n/a*	20.1	20.5	15.4	19.1	9.1	25.8	19.2	16.3	29.1	4.9	
West	n/a*	22.1	22.0	23.8	32.7	29.8	20.6	22.3	24.4	16.9	14.6	
Mountain	n/a*	7.5	7.4	9.2	8.0	10.6	8.2	7.3	8.2	5.9	9.6	
Pacific	n/a*	14.6	14.6	14.5	24.7	19.2	12.4	15.0	16.2	10.9	5.0	
Commonwealths & Territories	n/a*	0.7	0.7	0.4	0.4	0.6	0.1	0.8	0.9	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	
<i>Number of Firms</i>		67	36	31	9	24	13	21	29	38	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,

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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 Categorization of Involvement											
Percent of Year-end Independent Contractors											
Business builders - full-time	n/a*	6.0	6.1	4.5	9.1	7.3	4.6	6.3	3.4	11.3	5.0
Business builders - part-time (< 30 hrs per wk)	n/a*	35.0	32.5	60.1	41.0	36.3	13.4	40.9	23.5	59.3	35.0
Discount buyers (including wholesale buyers and unengaged)	n/a*	59.0	61.4	35.5	49.9	56.4	82.0	52.8	73.0	29.4	35.0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Firms		89	48	41	11	39	17	22	37	52	1
Preferred/Registered Customers											
Percentage of companies with a preferred or registered customer program in 2016	n/a*	41.4	58.9	18.6	33.3	32.5	47.6	53.8	50.0	34.5	100.0
Number of Firms		99	56	43	12	40	21	26	44	55	1
Average year-end number of preferred/registered customers per company with such programs	n/a*	244,388	208,492	383,488	231	7,474	26,011	707,612	332,239	151,913	100,000
Number of Firms		39	31	8	4	13	9	13	20	19	1

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

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Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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 2016	53	310	477	118	7	51	257	954	559	119	200
<i>Number of Firms</i>		90	48	42	12	37	19	22	39	51	1
Retail sales per employee ¹	\$612,759	\$628,080	\$661,948	\$473,859	\$167,865	\$254,557	\$372,779	\$724,866	\$572,391	\$824,962	\$2,070,000
<i>Number of Firms</i>		89	47	42	12	37	19	21	38	51	1
Sales force members per employee ²	221	207	230	101	62	108	267	203	184	288	500
<i>Number of Firms</i>		89	47	42	12	37	18	22	38	51	1
Employees by Function											
<i>Percent of Year-end Employees</i>											
Research & development	3.3	3.6	3.9	2.4	1.6	4.0	1.9	4.0	4.1	2.2	3.8
Manufacturing / quality assurance	18.4	20.0	23.1	8.3	3.9	18.7	21.2	19.9	24.7	6.2	7.8
Supply chain / distribution (purchasing, warehousing, shipping & logistics)	16.7	16.1	10.8	36.1	21.8	17.8	14.8	16.2	12.7	25.9	2.5
Marketing	7.0	6.3	5.9	7.7	12.2	8.7	5.9	6.1	5.3	9.2	10.4
Sales	8.0	6.4	6.9	4.9	20.2	10.7	5.6	6.1	6.9	5.2	50.0
Customer service / salesforce training	16.8	16.8	17.1	15.7	15.7	13.0	22.2	15.6	14.5	23.3	5.1
Information technology (IT)	8.8	9.8	10.1	8.5	2.2	5.5	9.7	10.3	9.3	11.1	9.0
Administration (legal, finance, executive mgnt, etc.)	18.6	18.6	19.6	14.7	22.4	18.5	14.3	19.8	20.0	14.4	11.4
All other ³	2.4	2.4	2.6	1.6	0.0	3.0	4.3	1.8	2.4	2.4	0.0
	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>		87	45	42	12	37	19	19	36	51	1

Note: Totals may not sum 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.

³Includes events, facilities, maintenance, security, philanthropy, international development, and member compliance.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Tabulations of Data from Firms Participating in the Growth & Outlook Survey											
Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	All Reporting Firms	Primary 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	
Manufacture or Assemble in U.S.											
Percentage of companies that manufacture, assemble, or generate any of its products or services <u>in-house</u> in the United States	45.7	51.6	46.9	56.8	41.7	56.8	65.0	37.5	67.5	39.6	100.0
Number of Firms		93	49	44	12	37	20	24	40	53	1
Percentage of companies that <u>outsource</u> the manufacture, assembly, or generation of any of its products or services in the United States	48.2	63.7	67.3	59.5	41.7	64.9	55.0	81.8	71.8	57.7	100.0
Number of Firms		91	49	42	12	37	20	22	39	52	1
Average value of 2016 <u>net</u> exports per company (in thousands)	n/a*	\$29,720	\$64,960	-\$9,297	-\$229	\$5,368	\$8,393	\$96,612	\$86,258	\$726	\$5,000
Number of Firms		59	31	28	9	25	9	16	20	39	1
Average value of 2016 exports per company (in thousands)	n/a*	\$36,766	\$71,033	\$1,357	\$0	\$6,841	\$16,893	\$119,124	\$91,898	\$7,822	\$10,000
Number of Firms		61	31	30	9	27	9	16	21	40	1
Average value of 2016 imports per company (in thousands)	n/a*	\$7,996	\$5,981	\$10,145	\$212	\$2,109	\$8,500	\$22,512	\$10,235	\$6,930	\$5,000
Number of Firms		62	32	30	10	27	9	16	20	42	1

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

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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											
Percent of Companies											
World headquarters	n/a*	94.3	91.5	97.5	81.8	93.9	94.7	100.0	100.0	89.6	100.0
Other office buildings	n/a*	36.8	46.8	25.0	27.3	30.3	47.4	41.7	41.0	33.3	100.0
Laboratories	n/a*	19.5	23.4	15.0	9.1	15.2	21.1	29.2	28.2	12.5	100.0
Manufacturing plants	n/a*	35.6	34.0	37.5	18.2	39.4	36.8	37.5	48.7	25.0	100.0
Distribution centers / warehouses	n/a*	63.2	55.3	72.5	27.3	75.8	57.9	66.7	66.7	60.4	100.0
Retail shops	n/a*	12.6	19.1	5.0	0.0	18.2	10.5	12.5	20.5	6.3	100.0
Other facilities ¹	n/a*	6.9	10.6	2.5	0.0	0.0	10.5	16.7	15.4	0.0	100.0
Total Number of Facilities Reported											
World headquarters	n/a*	82	43	39	9	31	18	24	39	43	1
Other office buildings	n/a*	120	105	15	4	12	12	92	99	21	1
Laboratories	n/a*	84	77	7	1	6	5	72	77	7	3
Manufacturing plants	n/a*	57	35	22	6	15	8	28	38	19	2
Distribution centers / warehouses	n/a*	91	56	35	3	30	16	42	54	37	10
Retail shops	n/a*	75	69	6	0	38	31	6	45	30	1
Other facilities ¹	n/a*	24	23	1	0	0	9	15	24	0	2
Number of Firms		87	47	40	11	33	19	24	39	48	1
Research & Development											
Average R&D cost per firm incurred in the United States in 2016 (in thousands)	n/a*	\$2,867	\$5,450	\$285	\$40	\$260	\$1,197	\$10,183	\$7,553	\$413	\$10,000
Number of Firms		64	32	32	10	27	11	16	22	42	1

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

¹Includes training, pick-up and sales leaders retreat locations; farms; corporate sales promotion offices; and a museum.

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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 2016	n/a*	81.4	80.0	82.9	45.5	73.5	94.7	100.0	89.2	75.5	100.0
Number of Firms		86	45	41	11	34	19	22	37	49	1
Average cash donations in U.S. in 2016 per company that made such donations	n/a*	\$542,691	\$994,118	\$136,406	\$2,070	\$50,999	\$404,461	\$1,405,609	\$1,079,925	\$122,976	\$1,000,000
Number of firms		57	27	30	5	23	11	18	25	32	1
In-kind Donations											
Percentage of companies that made in-kind donations of company products/services in the U.S. in 2016	n/a*	55.8	55.6	56.1	36.4	52.9	52.6	72.7	62.2	51.0	100.0
Number of firms		86	45	41	11	34	19	22	37	49	1
Average value of in-kind donations in the U.S. in 2016 per company that made such donations	n/a*	\$1,057,310	\$880,680	\$1,223,549	\$3,500	\$32,540	\$358,139	\$2,939,810	\$928,751	\$1,152,037	\$1,250,000
Number of firms		33	16	17	4	12	6	11	14	19	1

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

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in light blue →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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.	n/a*	45.9	57.8	32.5	18.2	20.6	77.8	72.7	61.1	34.7	100.0
Number of firms		85	45	40	11	34	18	22	36	49	1
Average employee volunteer hours in the U.S. in 2016 per company with such programs	n/a*	6,676	10,225	1,156	70	174	1,197	13,231	12,752	1,107	750
Number of firms		23	14	9	2	4	6	11	11	12	1
Areas of Support											
Percentage of companies with charitable giving in 2016:											
Arts and culture	n/a*	16.4	17.6	15.2	0.0	20.0	12.5	20.0	20.7	13.2	100.0
Health and human services	n/a*	86.6	79.4	93.9	66.7	92.0	81.3	90.0	86.2	86.8	100.0
Environmental protection/conservation	n/a*	11.9	11.8	12.1	0.0	20.0	0.0	15.0	13.8	10.5	0.0
Education	n/a*	44.8	41.2	48.5	16.7	40.0	50.0	55.0	41.4	47.4	0.0
Economic development	n/a*	25.4	32.4	18.2	0.0	24.0	25.0	35.0	31.0	21.1	0.0
Other ¹	n/a*	7.5	8.8	6.1	0.0	8.0	0.0	15.0	13.8	2.6	0.0
Number of firms		67	34	33	6	25	16	20	29	38	1

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

¹Other includes company affiliated foundations/charities and giving to "local charities."

U.S. Direct Selling in 2016

Detailed Survey Data Tabulations

Demographic categories of the company are shaded in <u>light blue</u> →	Industry Wide Estimates	Tabulations of Data from Firms Participating in the Growth & Outlook Survey									
		All Reporting Firms	Primary 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 (in-person or online)	n/a*	55.8	100.0	0.0	35.7	39.0	72.7	77.8	75.0	41.7	0.0
Party plan/groups/classes, including online parties	n/a*	44.2	0.0	100.0	64.3	61.0	27.3	22.2	25.0	58.3	100.0
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		104	58	46	14	41	22	27	44	60	1
Percent of Retail Sales Dollars											
Person-to-person (in-person or online)	n/a*	85.2	100.0	0.0	36.0	37.3	66.6	88.8	90.2	74.5	0.0
Party plan/groups/classes, including online parties	n/a*	14.8	0.0	100.0	64.0	62.7	33.4	11.2	9.8	25.5	100.0
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	14	41	22	25	43	59	1
Percent of Sales Force Members											
Person-to-person (in-person or online)	n/a*	89.9	100.0	0.0	62.3	47.4	84.0	93.3	95.7	79.0	0.0
Party plan/groups/classes, including online parties	n/a*	10.1	0.0	100.0	37.7	52.6	16.0	6.7	4.3	21.0	100.0
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		101	56	45	14	40	20	27	43	58	1

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

Note: Tabulation may not sum due to rounding.