



# FACT SHEET

## U.S. DIRECT SELLING IN 2007

### 2007 U.S. Direct Retail Sales \$30.80 Billion

#### Percent of Sales by Major Product Group

Clothing & accessories/personal care	32.8
Home & family care/home durables	25.6
Wellness (weight loss products, vitamins, etc.)	21.4
Services/other	16.2
Leisure/educational (books, videos, toys, etc.)	4.0

#### Percent of Sales by Location/Medium

<b>Face-to-face selling</b>	<b>77.1</b>
In the home (incl. sellers' self consumption)	70.4
At a temporary location (fair, exhibition, etc.)	3.7
In the work place	2.5
Other locations (direct seller's office, etc.)	0.5
<b>Remote selling</b>	<b>22.9</b>
Internet (World Wide Web, e-mail)	11.4
Phone	8.8
Other (mail, fax, etc.)	2.7

#### Percent of Sales by Census Region

South	31.6
West	26.8
Midwest	23.3
Northeast	18.3

#### Percent of Sales by Sales Strategy

Individual/person-to-person	64.5
Party plan/group	27.7
Customer placing order directly with firm (in follow-up to a prior face-to-face solicitation)	6.6
Other (mail catalogs, infomercials, etc.)	1.2

#### Percent of Sales, Direct Sellers and Firms by Type of Company Compensation Plan\*

	Percent of		
	Sales	Sellers	Firms
Multilevel	97.3	98.2	95.0
Single level	2.7	1.8	5.0

### 2007 U.S. Direct Sellers 15.0 Million

#### Percent of Direct Sellers by Distributorship Type

One-person distributorship	88.6
Two-person distributorship	9.0
Multi-person distributorship	2.4

#### Percent of Direct Sellers by Hours Worked

Full-time (30 or more hours per week)	9.9
Part-time	90.1

#### Percent of Direct Sellers by Gender

Female	87.9
Male	12.1

Source: 2008 Growth & Outlook Survey Report: U.S. Direct Selling in 2007 and other sources.

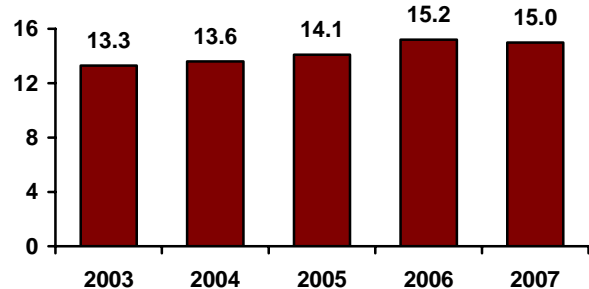
\*A direct selling company may use a multilevel plan or a single level plan or both to compensate direct sellers. A direct selling company offering a multilevel compensation plan is classified as multilevel even if it offers a single-level plan as well.

To view graphic depictions of these findings, please go to: <http://www.dsa.org/pubs/numbers/>

#### U.S. Direct Retail Sales (\$Bil)



#### U.S. Direct Sellers (Mil)



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