

FACT SHEET

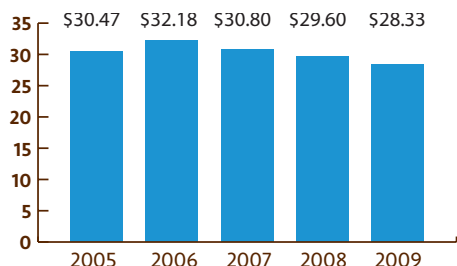
U.S. DIRECT SELLING IN 2009



DIRECT SELLING ASSOCIATION

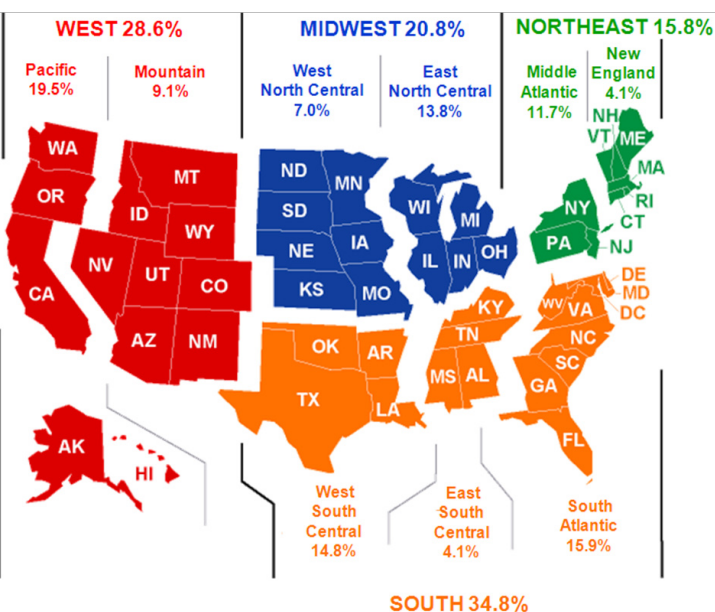
2009 U.S. Direct Retail Sales \$28.33 Billion

U.S. Retail Sales (\$Billion)



PERCENT OF SALES BY CENSUS REGION

South	34.8
West	28.6
Midwest	20.8
Northeast	15.8



PERCENT OF SALES BY MAJOR PRODUCT GROUP

Home & family care/home durables	23.9
Wellness (weight loss products, vitamins, etc.)	22.8
Personal Care	21.3
Services/other	18.4
Clothing & accessories	10.3
Leisure/educational (books, videos, toys, etc.)	3.3

PERCENT OF SALES BY LOCATION/MEDIUM

Face-to-face selling	78.1
In the home (including sellers' self-consumption)	73.3
At a temporary location (fair, exhibition, etc.)	2.3
In the work place	2.2
Other locations (salesperson's office, etc.)	0.3
Remote selling by direct sellers	12.1
Internet (World Wide Web, e-mail)	7.3
Phone	4.6
Other (mail, fax, etc.)	0.2

Remote selling by companies 6.0

Autoshipments (to customers of direct sellers) 3.8

PERCENT OF SALES BY SALES STRATEGY

Individual/person-to-person (incl. self-consumption by direct sellers)	64.3
Party plan/group	25.4
Customer with autoshipments from or direct orders with firms	9.8
Other	0.5

PERCENT OF SALES, DIRECT SELLERS AND FIRMS BY TYPE OF COMPANY COMPENSATION PLAN*

	Sales	Sellers	Firms
Multilevel	97.1	99.6	94.2
Single level	2.9	0.4	5.8

*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.

2009 U.S. Direct Sellers 16.1 Million

PERCENT OF DIRECT SELLERS BY DISTRIBUTORSHIP TYPE

One-person distributorship	84.4
Two-person distributorship	14.1
Multi-person distributorship	1.5

PERCENT OF DIRECT SELLERS BY HOURS WORKED

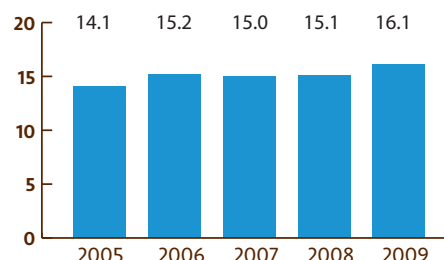
Full-time (30 or more hours per week)	7.5
Part-time	92.5

PERCENT OF DIRECT SELLERS BY GENDER

Female	82.4
Male	17.6

Source: 2010 Growth & Outlook Survey Report: U.S. Direct Selling in 2009 and other sources. To view graphic depictions of these findings, please go to: www.dsa.org/research/industry-statistics/

U.S. Direct Sellers (Million)



For further information contact

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