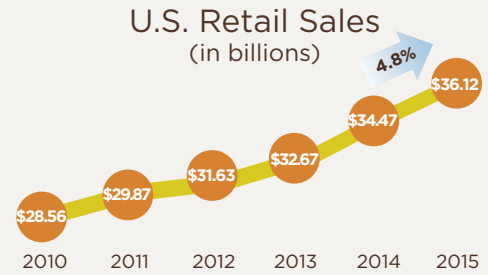
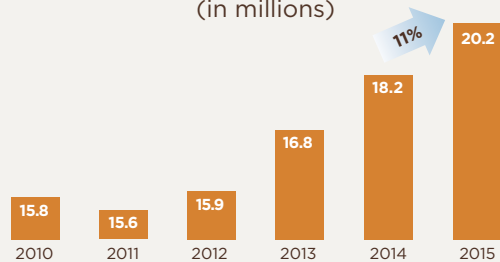


Direct Selling in 2015: An Overview

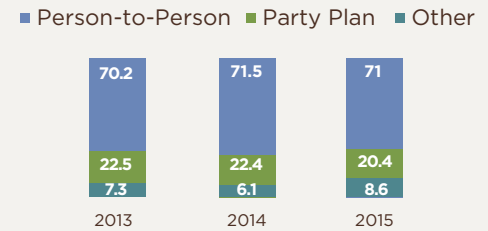
More than 20 million people (20.2) were involved in direct selling in the United States in 2015, with estimated retail sales reaching \$36.12 billion, a 4.8% increase from 2014. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2015 than any previous year.



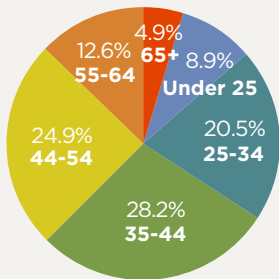
People Involved in Direct Selling (in millions)



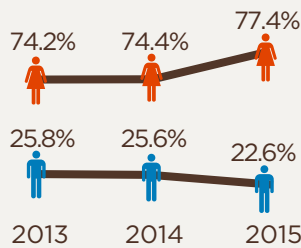
Percentage by Sales Strategy



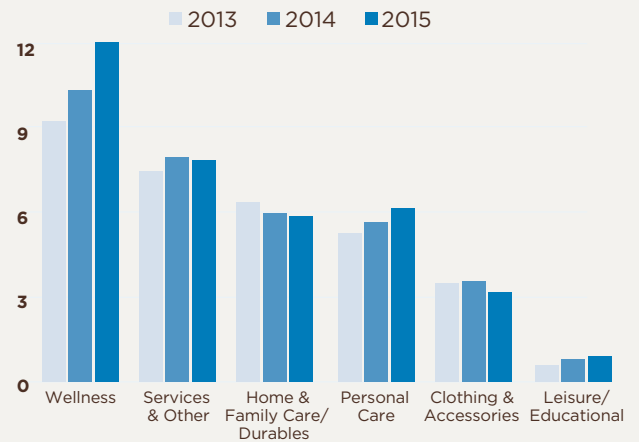
People Involved by Age



People Involved by Gender



Sales by Major Product Group (in billions)

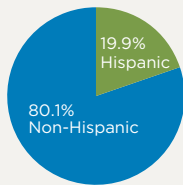


Note: Starting in 2014, adult products were moved from Other to Leisure & Educational.

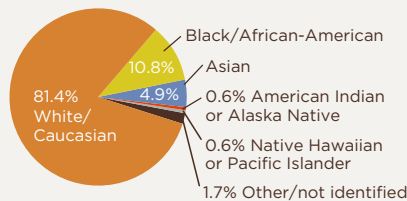
Ethnic and Racial Demographics

Direct selling reflects America.

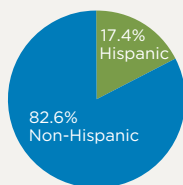
Percentage Hispanic Ethnicity



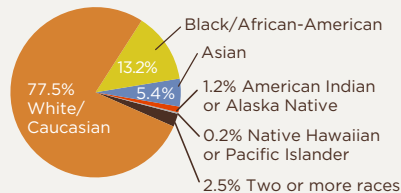
Percentage by Race



Americans Involved in Direct Selling

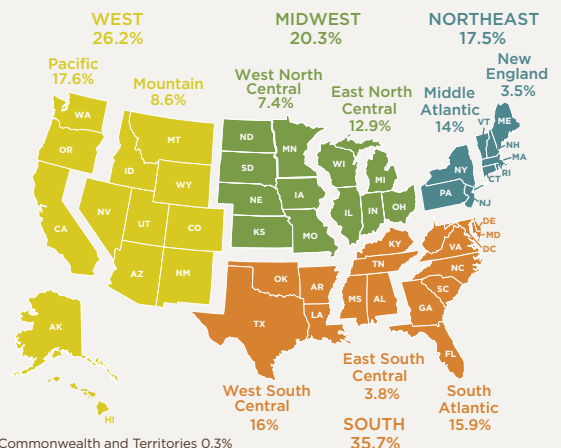


U.S. Population



Source: U.S. Census Bureau

Sales by Census Region



Note: Commonwealth and Territories 0.3%

Source: 2016 Growth & Outlook Report: U.S. Direct Selling in 2015; For further information visit www.dsa.org/benefits/research.