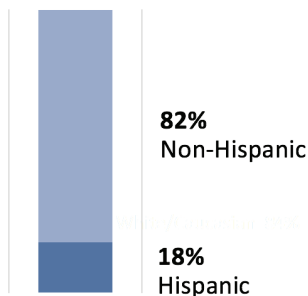


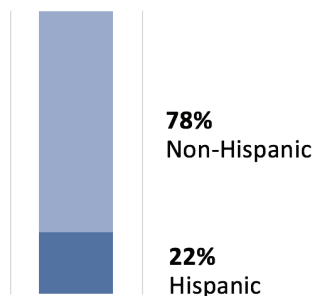
The Value of Direct Selling to Hispanic Americans

Direct selling truly reflects America and provides opportunities for all, especially within Hispanic communities. 22% of people involved in direct selling are Hispanic compared to 18% in the U.S. population. Hispanics derive greater net income from direct selling compared to non-Hispanics and offer more positive ratings of their direct selling experience.

Percentage Hispanic Ethnicity of U.S. Population



Percentage Hispanic Ethnicity of People in Direct Selling

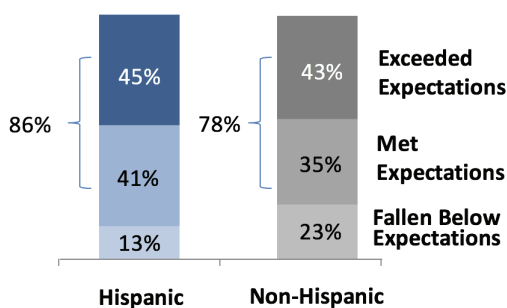


Hispanics Derive Greater Annual Net Income from Direct Selling than that of Non-Hispanics

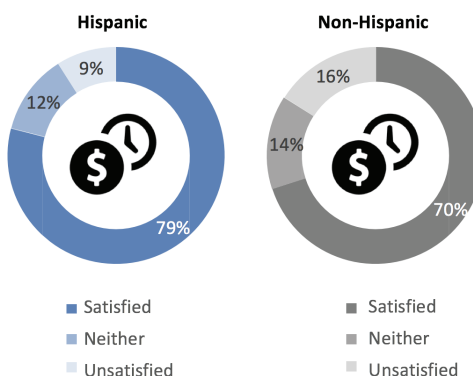
	Hispanics	Non-Hispanics
Mean	\$25,200	\$15,800
Median	\$7,500	\$3,330

Hispanics involved in direct selling are more likely to say direct selling met or exceeded their expectations, are more satisfied with the amount of money earned for amount of time spent on direct selling, and are more likely to recommend direct selling to others.

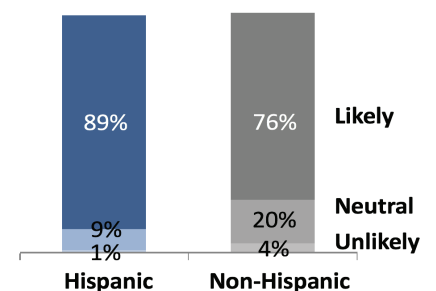
Expectations



Satisfaction



Likely to Recommend?



Sources: DSA's 2017 Growth & Outlook Survey, 2016 Salesforce Study, 2016 Consumer Trends Impacting the Direct Selling Industry Report