

DSA's Growth & Outlook Survey: **What's It All About?**

*Everything DSA member executives need to know
about the annual survey and why their company should participate.*

Overview

DSA's annual *Growth & Outlook Survey* is aimed primarily at obtaining information that will support the association's legal/legislative program of work. The information obtained through the survey provides the foundation for representing the interests of direct selling member companies on the local, state, Federal and international levels. In addition, the survey provides key pieces of information that are of interest to the media, opinion leaders and DSA member companies themselves. Last but not least, the survey offers a number of important operating benchmarks against which companies can compare their own performance during the year.

What & When?

- The "what" is DSA's *Growth & Outlook Survey*, conducted each year typically beginning at the end of the year's first quarter.
- Depending upon member company response, topline results are usually reported during the association's Annual Meeting at mid-year.
- We will report final results to participating companies early in July – and our effectiveness will rest on the timely response to the questionnaire by member firms.
- The other "when" is the survey deadline: For the questionnaire covering calendar 2008 activities, the deadline is ~~Monday, April 6, 2009~~ **Monday, April 27, 2009**.

Who?

- The survey is conducted by the Research Services staff of the Direct Selling Association in conjunction with its long-time research partner, the economic consulting firm of Nathan Associates, which is located just across the Potomac River from DSA in Arlington, Virginia.

Where & How?

- You can complete your company's questionnaire right in your own office (or that of a colleague if you delegate it!).
- You have three options of how to complete the questionnaire: 1) online, using this online link: [GO08 Questionnaire](#); 2) at your computer, using the Word document provided by DSA, or 3) on your desktop, using the Adobe document provided by DSA plus a good, old reliable pen or pencil!

Why?

- The "why" may well be obvious: DSA cannot effectively represent the interests of its member firms without timely, accurate and complete information about the size and scope of the industry it represents. And the only way we can obtain that information is through your cooperation and that of your company. We ask that you favorably consider participating in this year's survey. You'll receive a free copy of the results report in July if you submit a substantially complete questionnaire.

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