

2020 Consumer Attitudes & Entrepreneurship Study

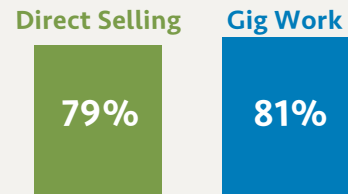
77% of Americans are interested in flexible, entrepreneurial/income-earning opportunities



(Interest is highest among younger generations, with **91% of Gen Zers** and **88% of Millennials** interested in entrepreneurial opportunities)

Direct selling is seen as an attractive option for entrepreneurial opportunities

Favorability towards...



Direct Selling Required Initial Cost and Risk Compared to Other Opportunities

	Direct Selling	Realtor	Gig Work (Driving)	Gig Work (Home Rental)	Franchise (Restaurant)
REQUIRED START-UP COSTS	<ul style="list-style-type: none"> Start-up Kit 	<ul style="list-style-type: none"> Training Materials Membership Fees State Costs 	<ul style="list-style-type: none"> Auto loan or lease Maintenance Insurance Gas 	<ul style="list-style-type: none"> Home or Apartment Ownership Maintenance Insurance 	<ul style="list-style-type: none"> Franchise Licensing Location Purchase or Rent City Licensing
	\$82.50*	\$500-\$1K**	\$20K-\$40K†	\$300,000+††	\$100K-\$1M†
RISK	DSA Members Offer 90% Buyback††	No Refund on Investment	No Refund on Depreciation	No Refund on Maintenance	No Refund on Investment

Direct selling has broad, diverse appeal in the U.S.

Direct Selling prospects are...

48%
Women

35%
Millennial

20%
African American

U.S. consumers continue to remain positive about direct selling, with perceptions toward direct selling remaining stable at about 80% over the past 10 years.

Consumers find the following most appealing about the direct selling channel:

Supporting small business 69%

Personalized service that direct sellers provide 67%

Social media can help direct sellers be more effective.



89%
use social media

46%
of Americans would welcome contact from direct sellers regarding business opportunities on social media

This study was conducted in the United States in 2019 by Ipsos on behalf of the Direct Selling Association. The survey was conducted with a representative U.S. general population sample aged 18+ of 2,006 people. Ipsos (www.ipsos.com) is the third largest market research company in the world. For more information about this study and DSA research, visit: www.dsa.org/benefits/research

Sources:

* Average required start-up costs from DSA 2018 Evolving Marketplace Study
** Realtyna
† Statista

** Census/Realtor.com
† Franchising.com
†† DSA Code of Ethics