

QUOTE 1:

DSOF DIRECT SELLING
EDUCATION FOUNDATION

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7 in 10 consumers say that with direct selling they feel good about **supporting** someone in their community who has a **small business**.

Ipsos, Direct Selling Education Foundation
2024 Consumer Attitudes Study

info@dsef.org | Source: Ipsos, Direct Selling Education Foundation 2024 Consumer Attitudes Study

QUOTE 2:

DSOF DIRECT SELLING
EDUCATION FOUNDATION

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Top reasons people say they're interested in a direct selling opportunity:

- **Sounds like fun**
- **Trustworthy company**
- **Seems easy to get started**

Ipsos, Direct Selling Education Foundation
2024 Consumer Attitudes Study

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