


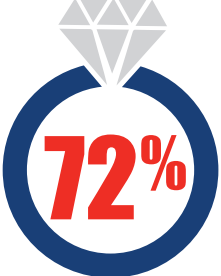
Who Participates in Multilevel Marketing?



MLM is a business structure or practice in which an individual seller earns commissions both from direct sales and from the sales of the seller's recruits.


Nearly

21 million
Americans

 **60%**
are women

 **72%**

are married or living with a partner

 **55%**
work as a paid employee while participating in MLMs

76% 
have no experience in commission-based sales

MLM participants have busier social lives compared to respondents who never participated in MLM

 **40%**
attend religious services once a week

 Nearly half use social media more frequently (Twitter, Facebook, Instagram and Snap Chat)

 **23%**
attend community events or meetings once a week