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