



Federation of European Direct Selling Associations

PRICEWATERHOUSECOOPERS 

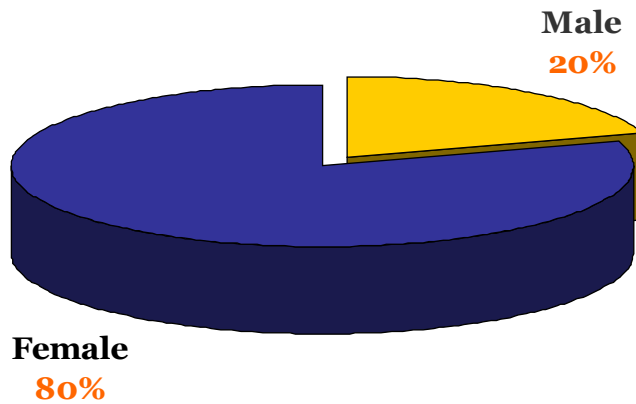


**COMPARISON OF THE PWC 2000 AND
THE IPSOS 2007 STUDIES' RESULTS**

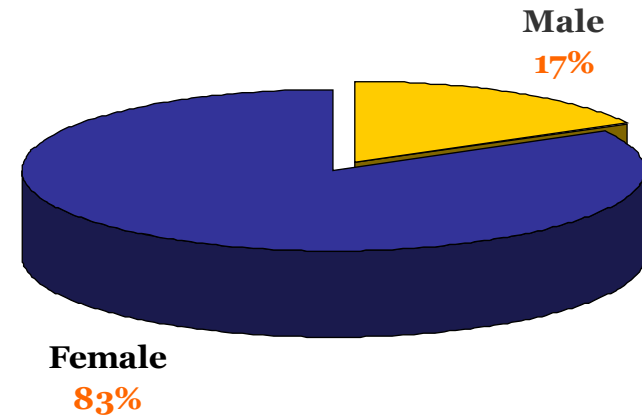
Who works as a direct seller?

GENDER

PwC 2000 Study



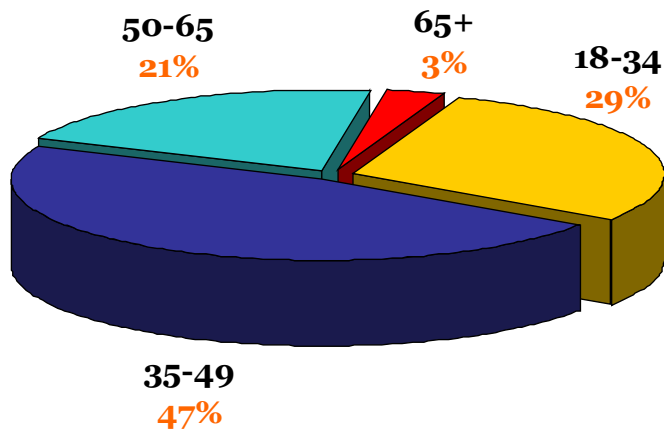
Ipsos 2007 Study



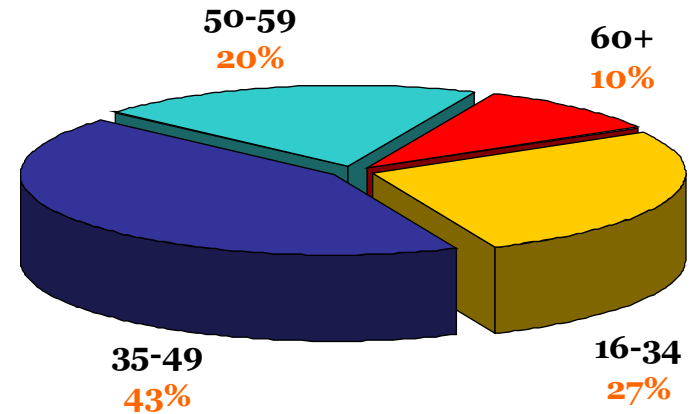
Who works as a direct seller?

AGE

PwC 2000 Study



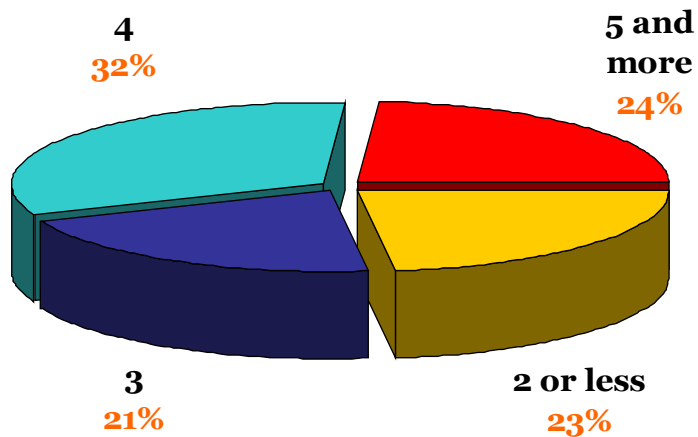
Ipsos 2007 Study



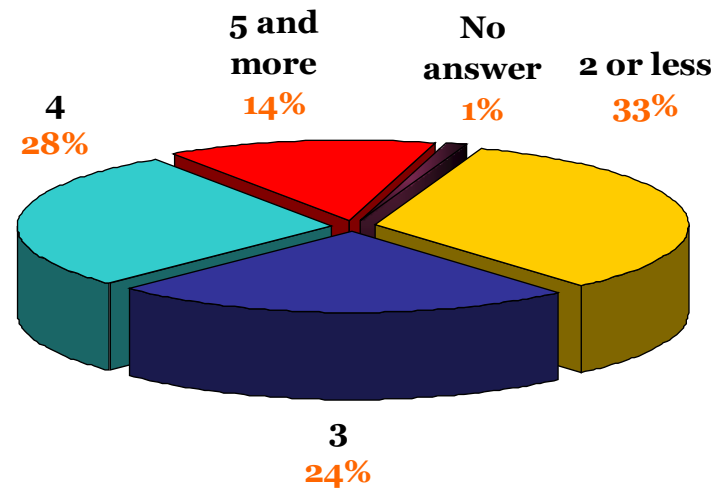
Who works as a direct seller?

NUMBER OF PEOPLE IN HOUSEHOLD

PwC 2000 Study



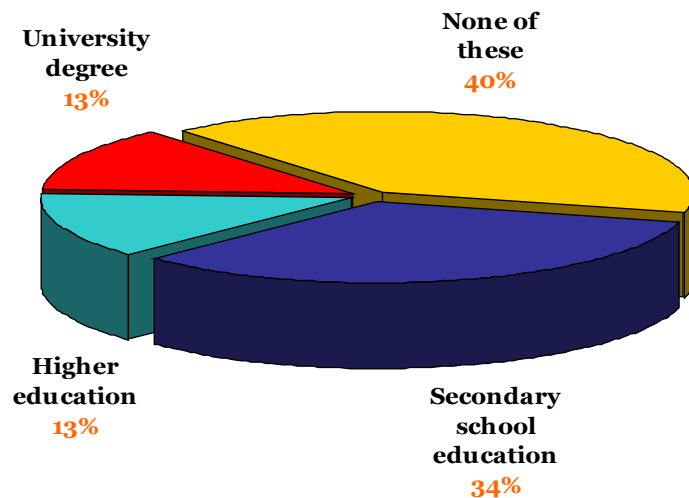
Ipsos 2007 Study



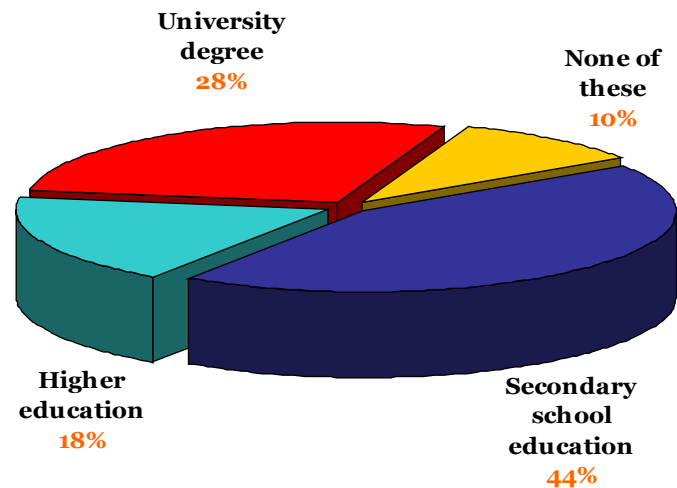
Who works as a direct seller?

LEVEL OF EDUCATION

PwC 2000 Study



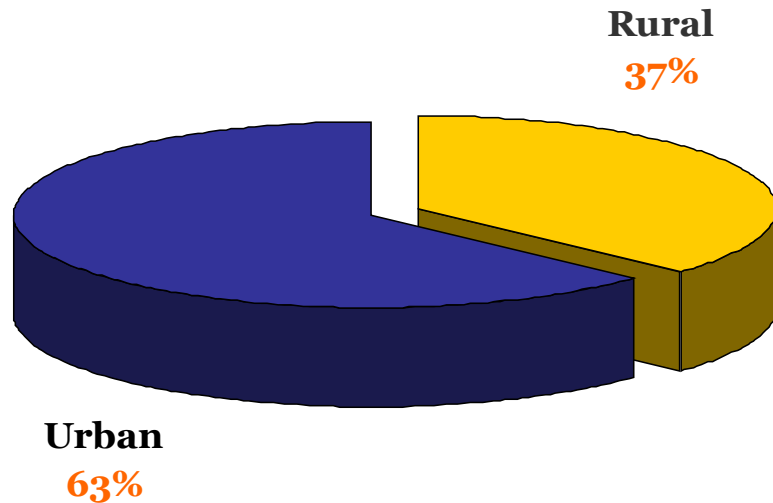
Ipsos 2007 Study



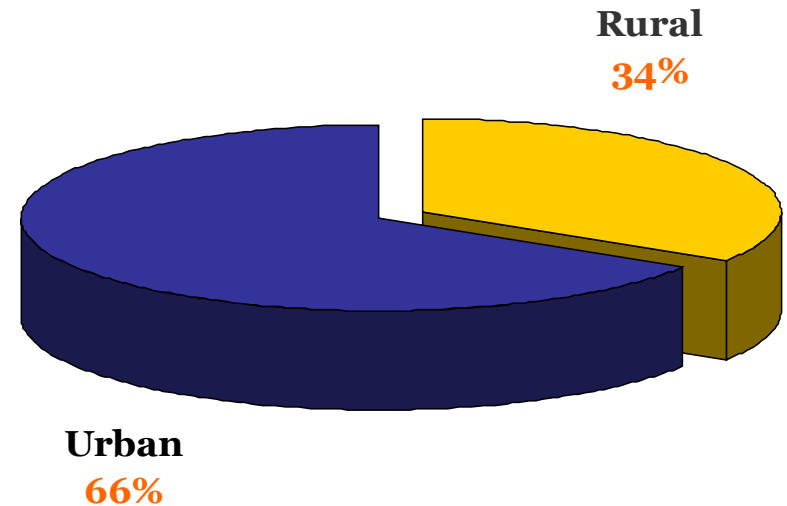
Who works as a direct seller?

LOCATION DISTRIBUTION

PwC 2000 Study



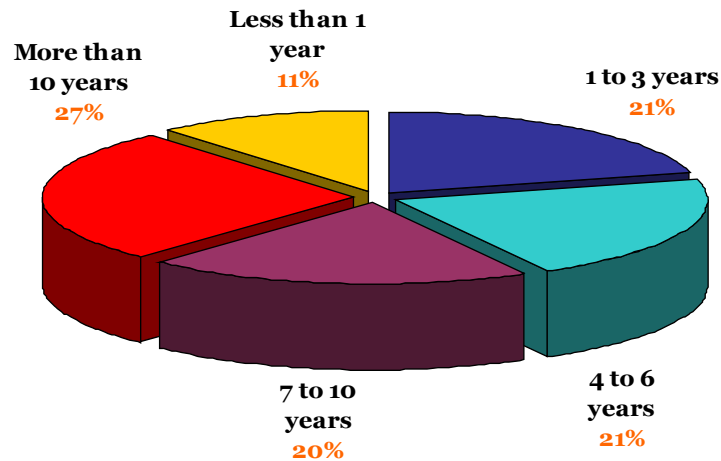
Ipsos 2007 Study



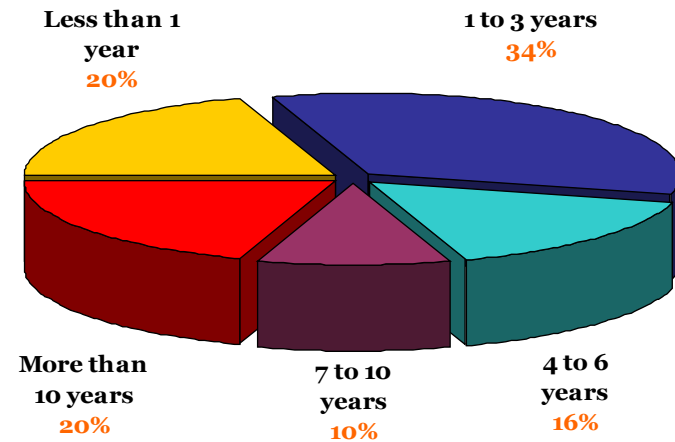
Who works as a direct seller?

LENGTH OF TIME WORKING AS A DIRECT SELLER

PwC 2000 Study



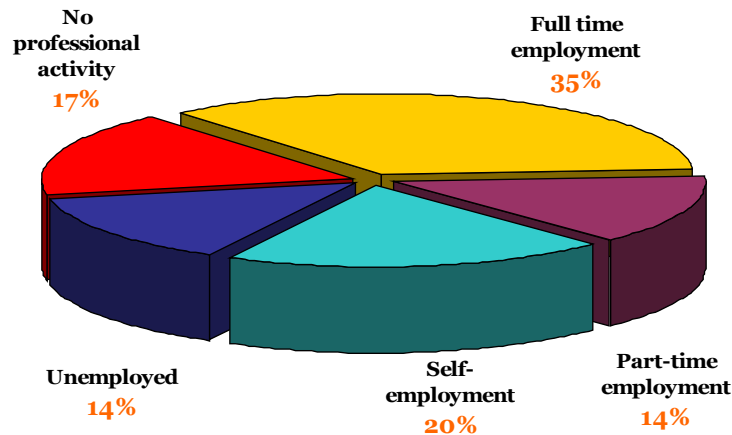
Ipsos 2007 Study



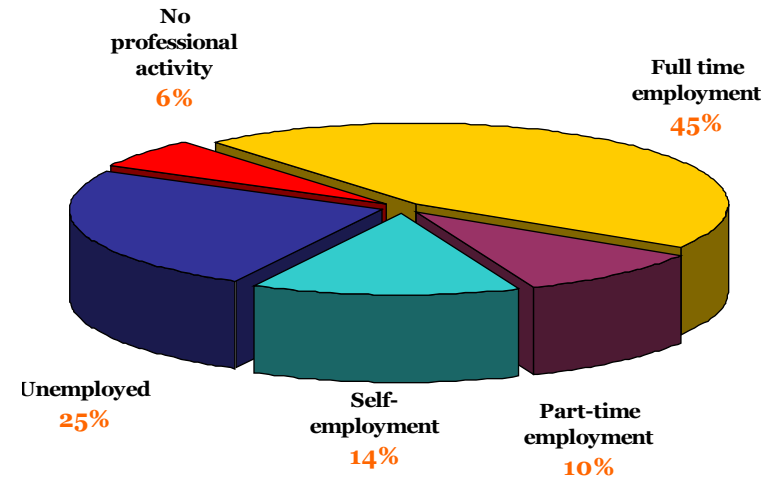
Who works as a direct seller?

ACTIVITY PRIOR TO BECOMING A DIRECT SELLER

PwC 2000 Study



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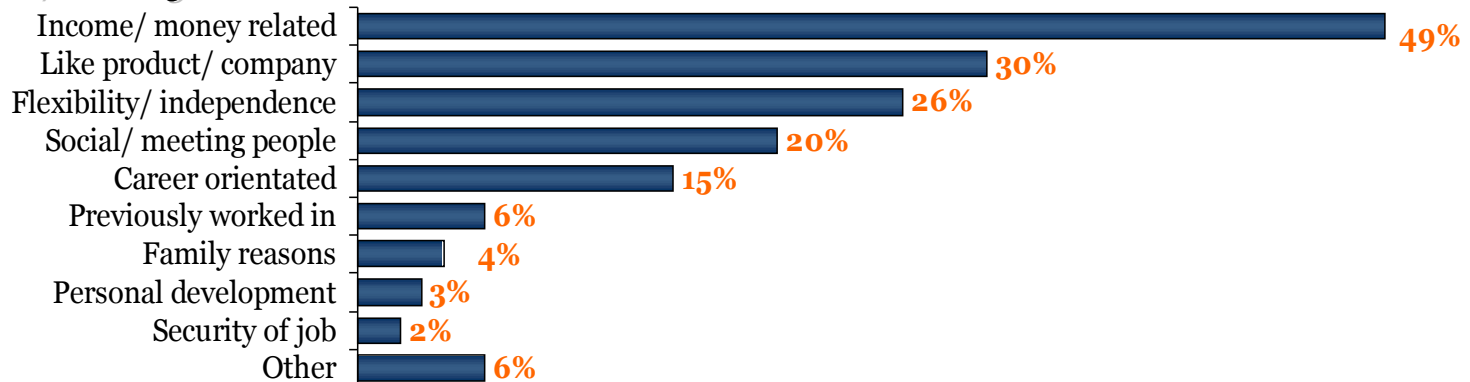


Why did they become a direct seller?

PwC 2000 Study

Ranking	Female	Male
1	additional income	become independent
2	buy products	major income source
3	social activity	additional income
4	become independent	buy products
5	more flexibility	more flexibility
6	major income source	social activity
7	earn money for specific purchase	earn money for specific purchase

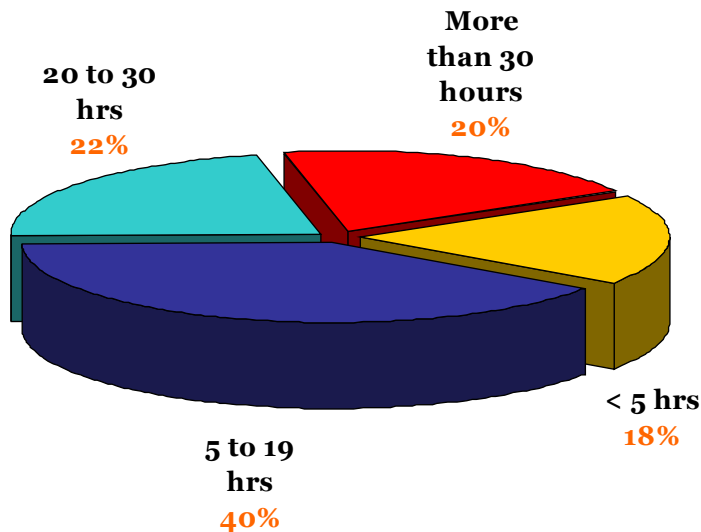
Ipsos 2007 Study



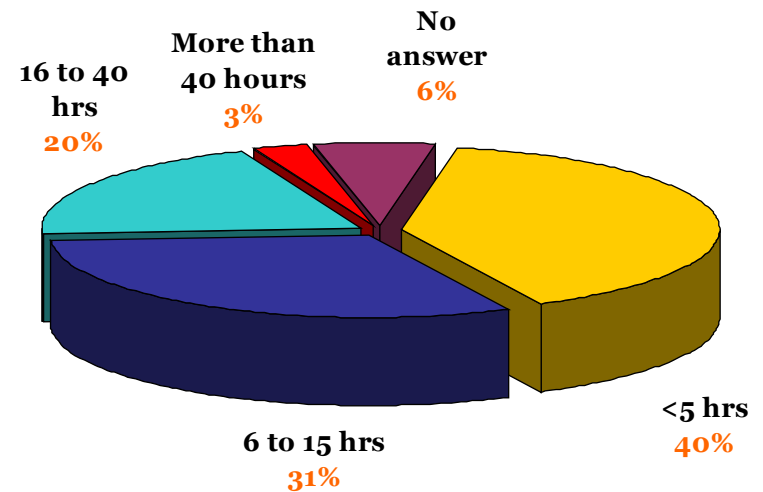
How hard do direct sellers work?

NUMBER OF HOURS WORKED PER WEEK

PwC 2000 Study



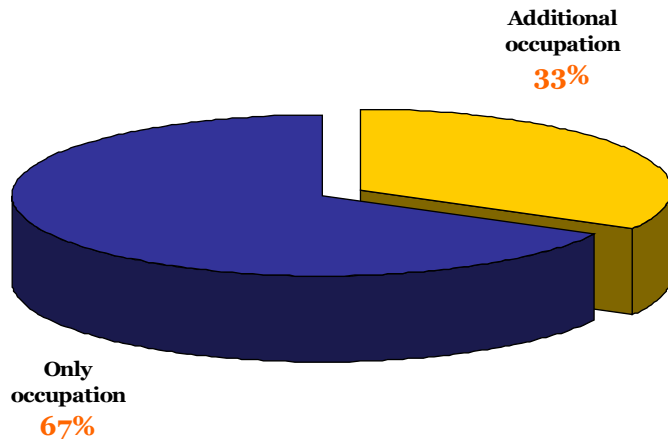
Ipsos 2007 Study



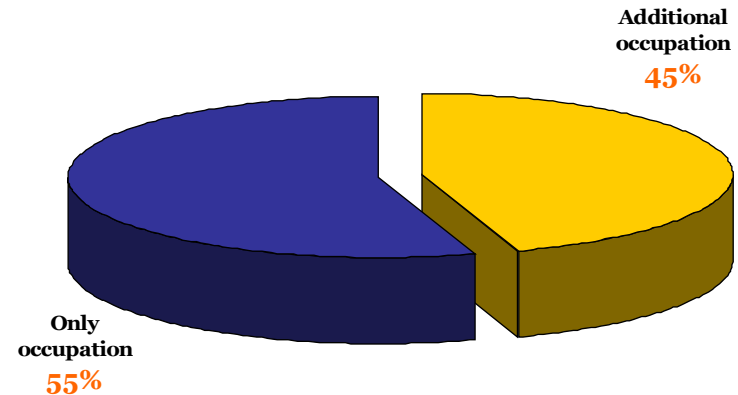
How hard do direct sellers work?

DIRECT SELLERS VIEW THEIR JOB IN DIFFERENT WAYS

PwC 2000 Study



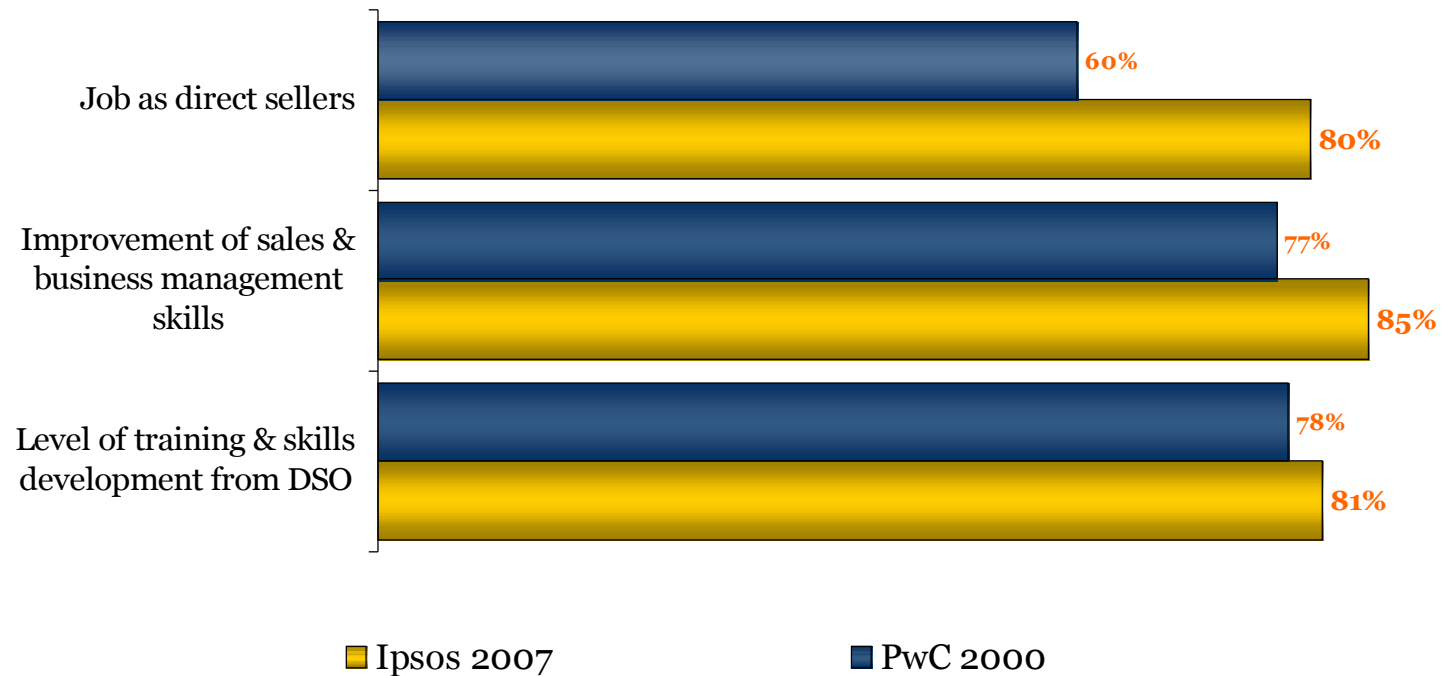
Ipsos 2007 Study





What do direct sellers think about their work?

HOW SATISFIED THEY ARE WITH ELEMENTS OF THEIR JOB





Benefits gained from job as a direct seller

PwC 2000 Study

Ranking	Female	Male
1	Earn more money	Improve my family's quality of life
2	Meet and socialise	Earn more money
3	Buy products at a lower price	Develop new personal and business skills
4	Develop new personal and business skills	Buy products at a lower price
5	Improve my family's quality of life	Meet and socialise
6	Take better care of my family while having a job	Take better care of my family while having a job

Ipsos 2007 Study

