



**Amway**  
**SOCIAL  
SELLING**  
FACT SHEET

**THE 2016 AMWAY STATE OF SOCIAL SELLING SURVEY:** Social selling—peer-to-peer selling in person and on social media—is booming at an unprecedented rate. The 2016 Amway State of Social Selling Survey explores what American consumers want from social sellers and what turns them off during a social selling interaction.

**SURVEY METHODOLOGY:** The survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,501 nationally representative U.S. adults ages 18+ between July 1 and 12, 2016, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+.

**KEY FINDINGS & INSIGHTS:**

- 60% of Americans have been contacted by a social seller, and a third (33%) of those consumers bought products.
- 83% of Americans feel it's important that a social seller re-establish a relationship with someone that they haven't spoken to for a while, before contacting them about a sales opportunity.
- 87% of American customers feel that it is important for a social seller to use the product they're selling themselves. In fact, 74% feel that it is impossible to sell a product well if you don't use it yourself.
- 85% of Americans who have purchased from social sellers are repeat customers.
- 64% of Americans have felt "peer pressured" into buying something from a social seller.
- Those who want a social seller to follow up after they purchased something would like them to stop following up an average of 6 weeks later.
- 65% of Americans would like a seller to follow up after a purchase.
- When asked to identify what would make them trust a social seller on social media, American consumers identified demonstrating knowledge of the product they are selling (57%), showing pictures or videos of the product in use (47%), and letting their true personality show (35%).
- Facebook (69%) was overwhelmingly ranked as the No. 1 social media site on which American consumers would be most receptive to social media marketing, followed by LinkedIn (9%) and Twitter (8%).
- Parents are the most likely to purchase from a social seller. 47% of Americans with children have purchased from a social seller, compared to 27% without children.
- Millennials are the generation with the highest amount of participants in social selling purchasing (37%), compared to only 27% of Baby Boomers.

**ABOUT AMWAY:** Amway is a \$9.5 billion direct selling business based in Ada, Michigan, USA. Top-selling brands for Amway are Nutrilite™ vitamin, mineral and dietary supplements, Artistry™ skincare and color cosmetics and eSpring™ water treatment systems—all sold exclusively by Independent Business Owners. Global sales in 2014 made Amway the No. 1 direct selling business in the world, according to the Direct Selling News 2015 Global 100. The company's annual sales figure includes revenue from direct selling operations and other business holdings. For company news, visit [globalnews.amway.com](http://globalnews.amway.com).

**ABOUT WAKEFIELD:** Wakefield Research is a market research consultancy specializing in strategic and tactical research for corporations and organizations throughout the Americas, Europe, Africa, the Middle East, and Asia. Our staff has the classical training of career researchers, but they have also worked in public relations firms, marketing and ad agencies, news organizations, political communications companies, and non-profit organizations. This uniquely valuable background informs the marketing and positioning of some of the most prominent brands in the marketplace.

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