

# Socio-Economic Survey on Direct Selling in Europe 2018

# Spain



## Country Toolkit



The European  
Direct Selling Association



## Objectives

- ❖ Independent market research study: investigate real-life experiences of being involved in direct selling
- ❖ First study of its kind in a decade: provides evidence-based understanding of direct selling

## Methodology (Full Study)

- ❖ An online survey among Direct Sellers (DS)
- ❖ High volumes of completed interviews with 30,127 DS interviews
- ❖ Fieldwork completed: 12 February – 6 April 2018

## Sampling

**Robust samples have been achieved, with interview totals:**



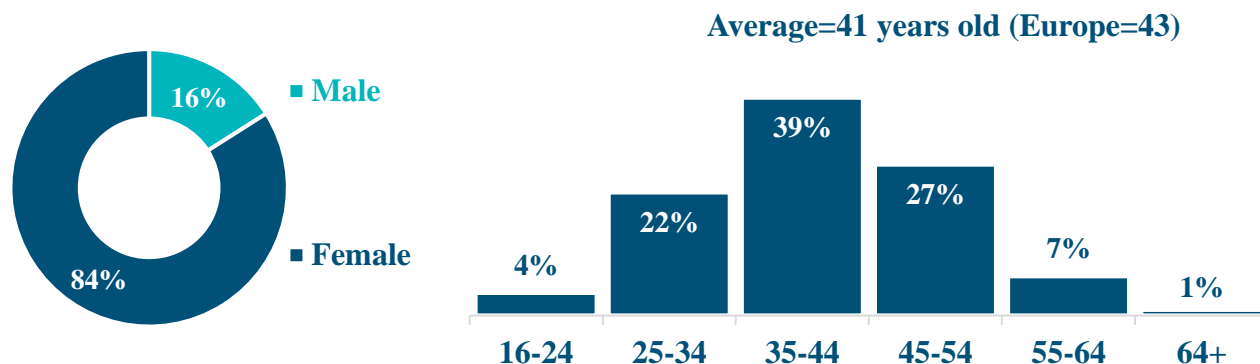
Spain

**2,061**

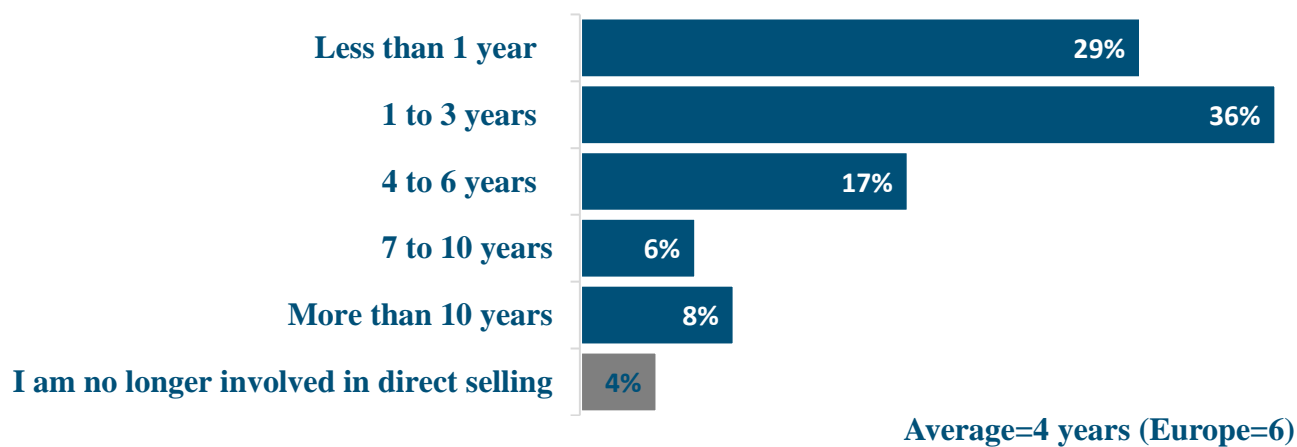
For European-wide results, please check the full study.



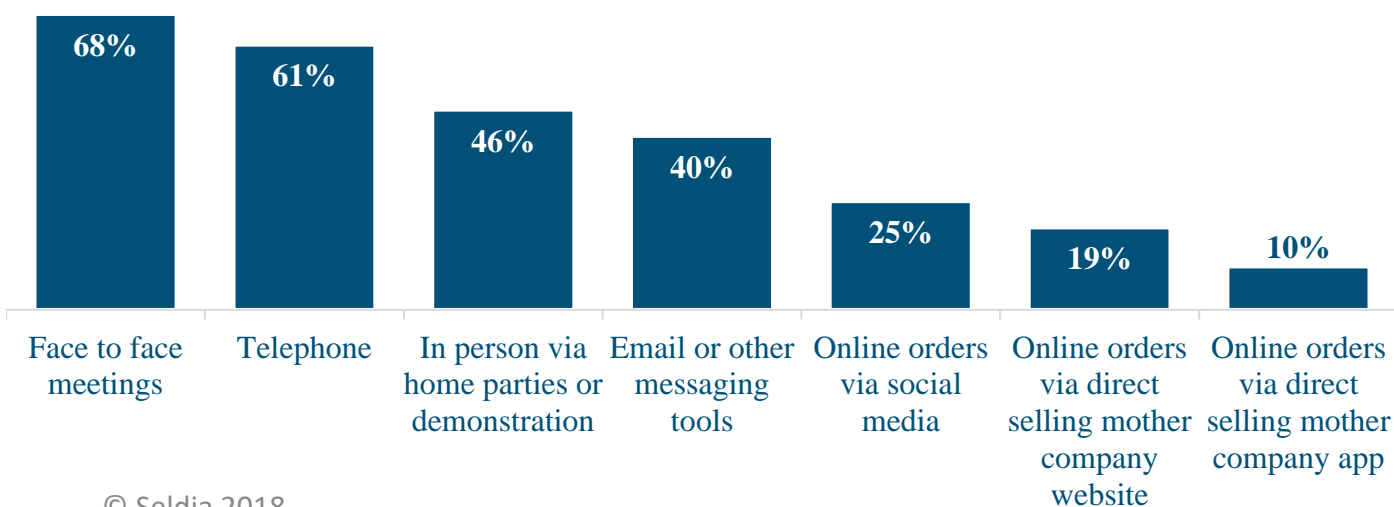
## Gender and age of direct sellers



## Length of time involved in direct selling



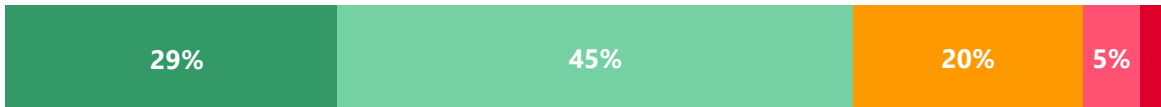
## Top channels for customer orders





## Direct sellers' satisfaction with their work

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Not satisfied at all



## Direct sellers' likelihood to continue representing their company

■ Very likely ■ 32 ■ 2 ■ Very unlikely ■ Undecided/unsure



## Direct sellers' likelihood to recommend their company

Promoters

Passives

Detractors



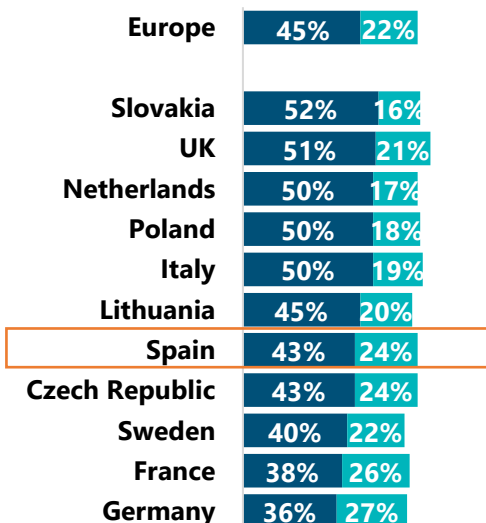
Net Promoter Score (Promoters minus Detractors): +64

## Top words associated with direct selling

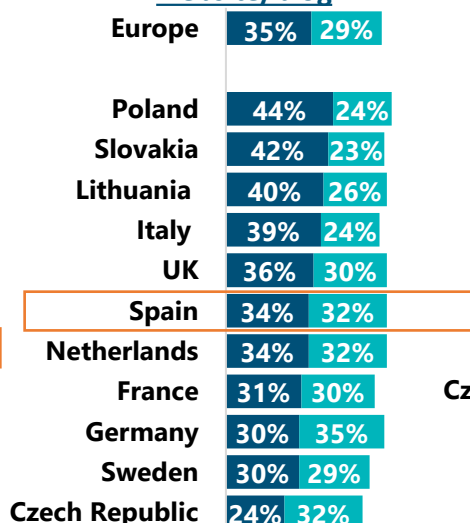


# Effectiveness of methods used for existing customers

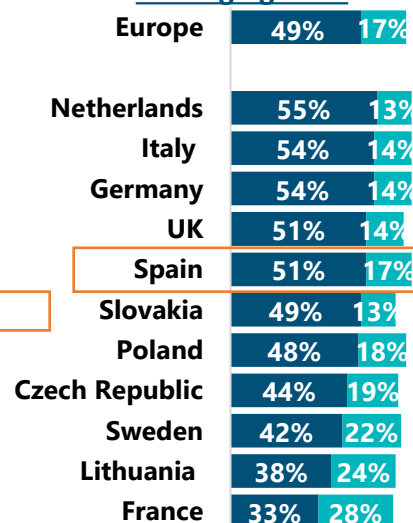
## Social Media



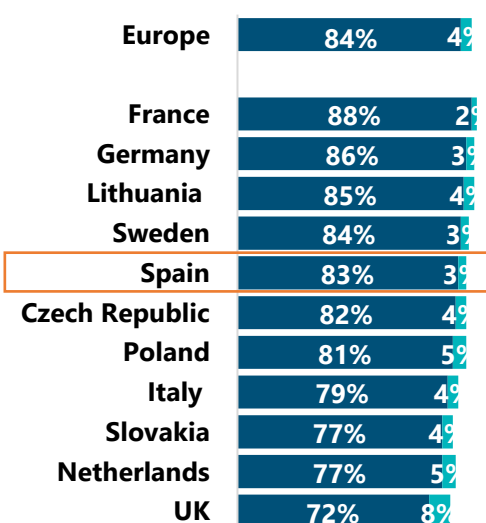
## Personal website/blog



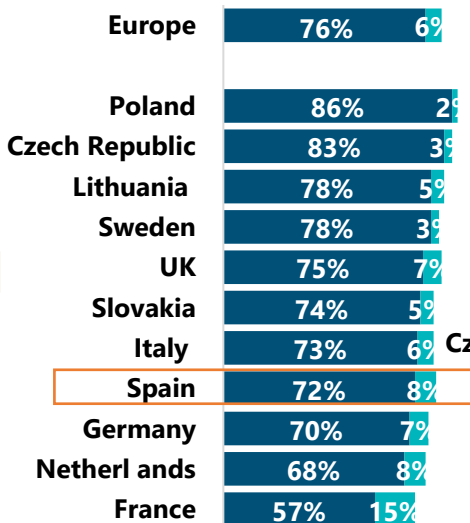
## Email & other messaging tools



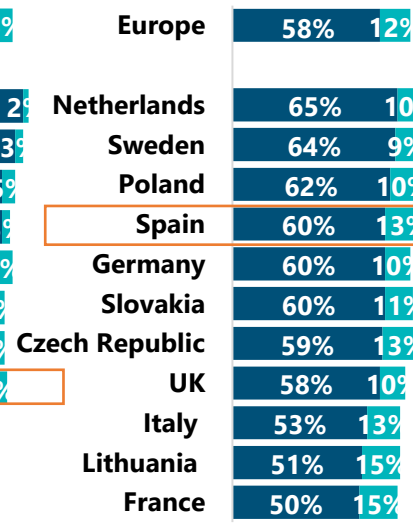
## Home parties and product demonstrations



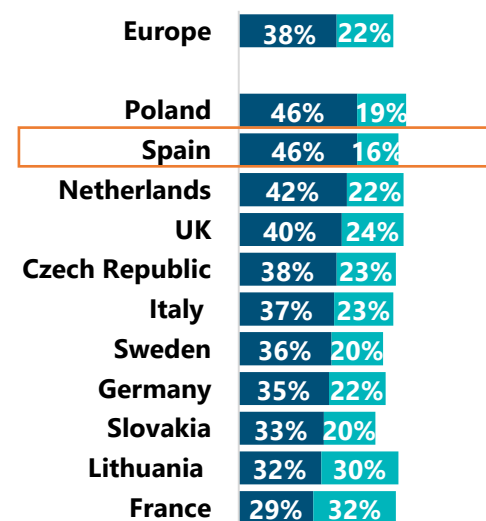
## Personal social & professional networks (face to face meetings)



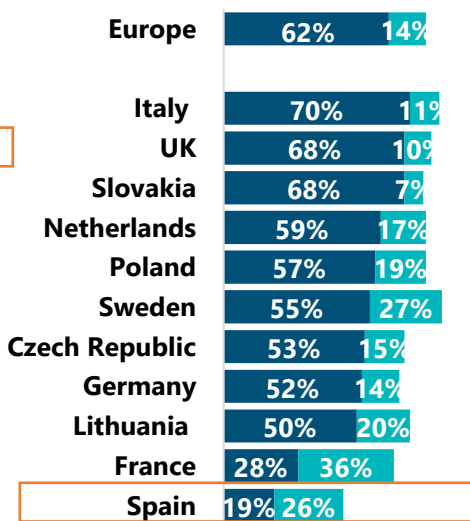
## Telephone



## Chance encounters



## Knocking on doors

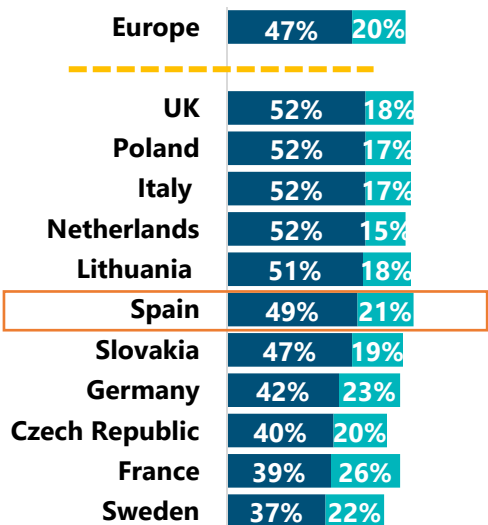


■ Effective

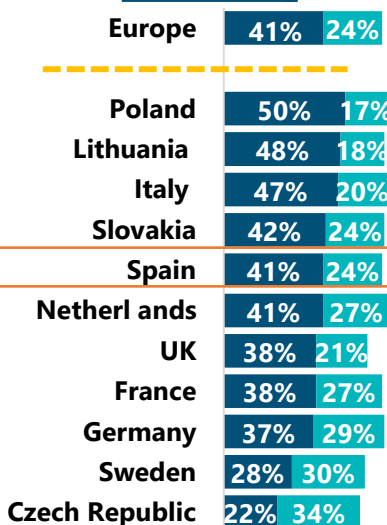
■ Not effective

# Effectiveness of methods used for *potential* customers

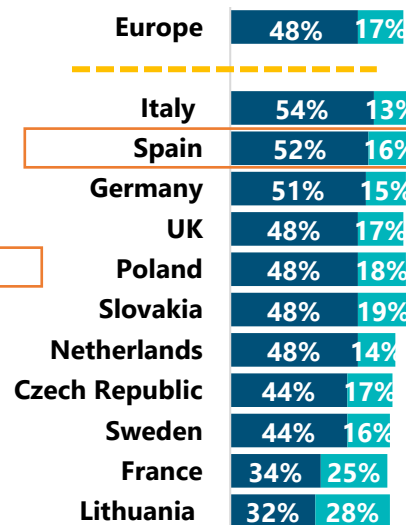
## Social Media



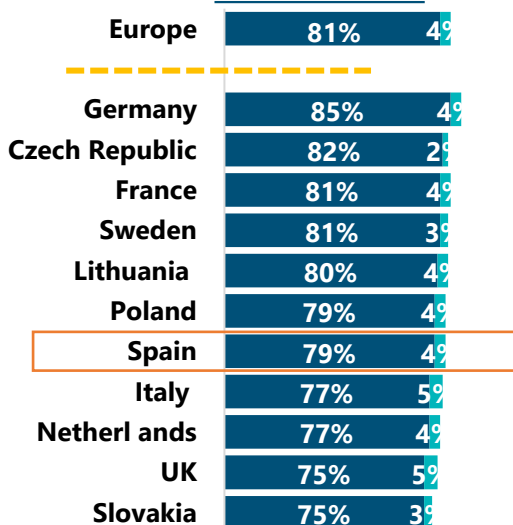
## Personal website/blog



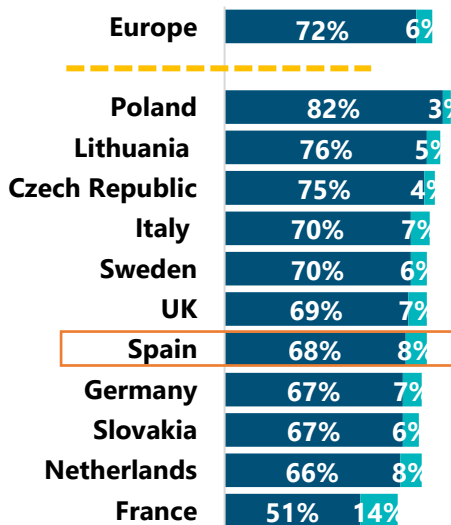
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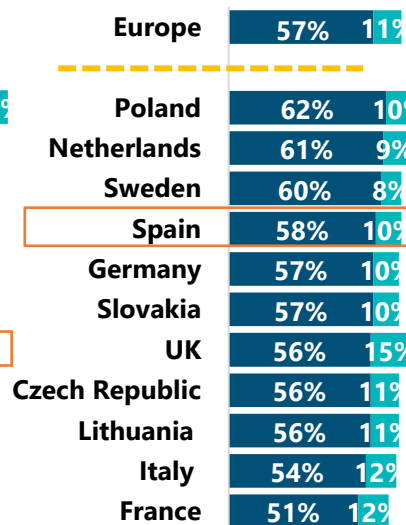
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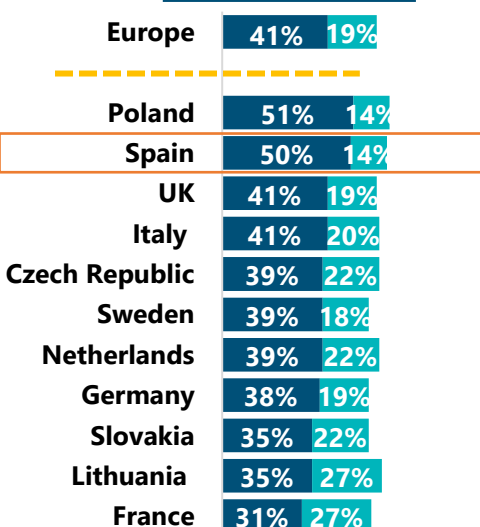
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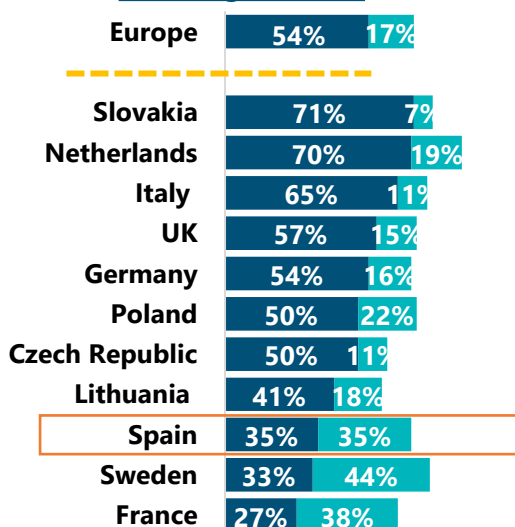
## Telephone



## Chance encounters



## Knocking on doors

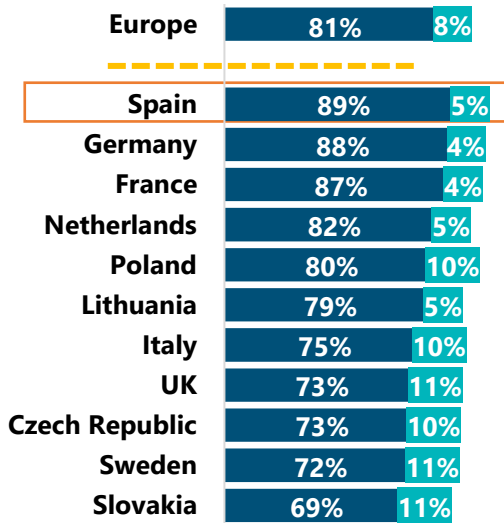


■ Effective

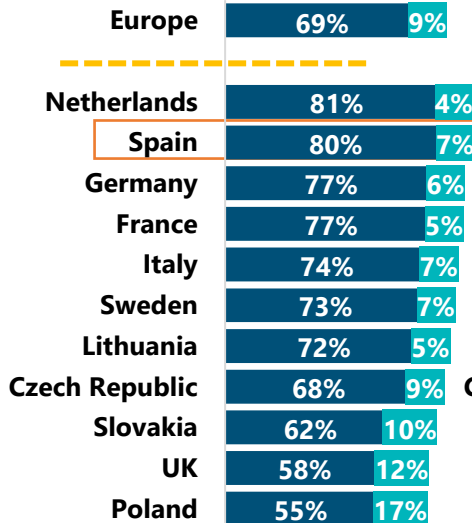
■ Not effective

# Perceived Benefits of Direct Selling (by Direct Sellers)

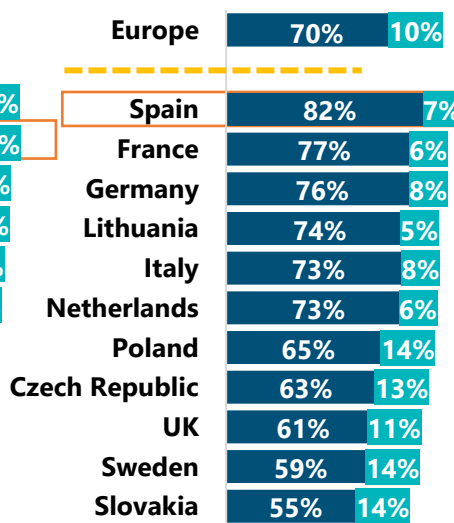
## It is a good way to earn additional income



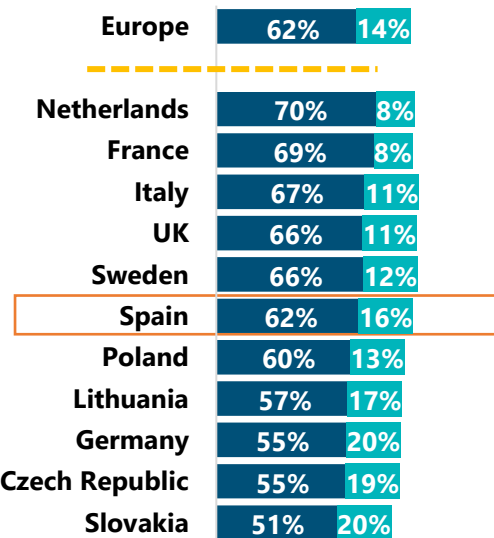
## It is fulfilling work



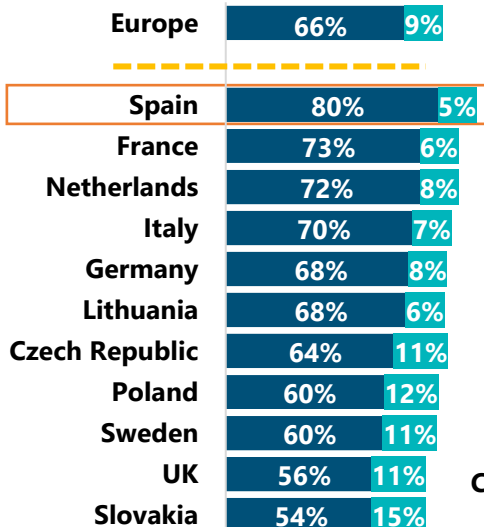
## It helped improve my self-esteem and confidence



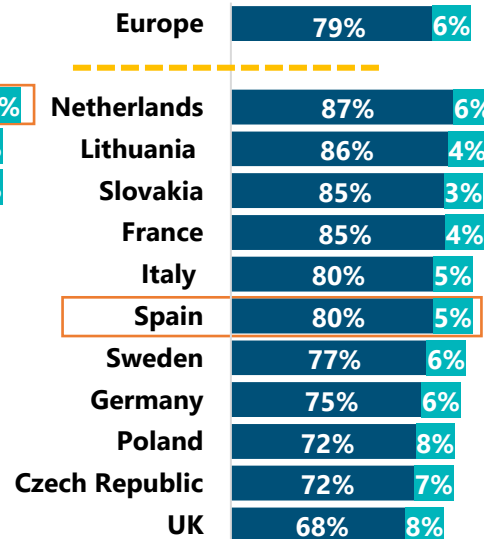
## It requires a lot of hard work



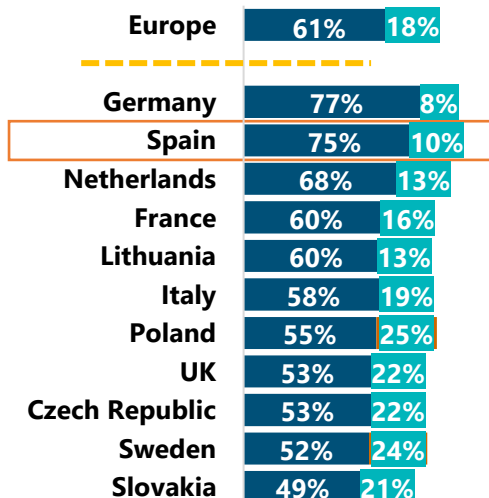
## It helped improve my business management and sales skills



## Distributes high quality products and services



## It provides opportunity to become financially independent



■ Agree

■ Disagree